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PUBLISHER'S BINDING

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 63 NEW YORK, U. S. A., MONDAY, APRIL 2, 1956 TEN CENTS

EDITORIAL

NewCustomersGrow In the Springtime

By Sherwin Kane

WITH the advent of spring and the end of the slack Lenten period, good showmen have not only an opportunity but a duty to check the appearance and condition of their properties, furnishings and equipment, and to clean up, recondition and replace, as required.

Many theatre operators and managers are in and about their premises so much they become accustomed to seeing them as they are, rather than as they should be. Unfortunately, the customers are not equally blind and indifferent to careless housekeeping in and about the theatre.

•

In the immediate offing, if not already at hand, are some of the finest attractions ever to come from Hollywood. They are being backed by distributors' best promotion efforts and by record advertising appropriations. Responding to these clarion calls, multitudes of long-missing theatre patrons will begin to emerge from winter hibernation in indoor sports arenas, and from the television cocoons of their homes.

Others will be roused from winter inertia by the brighter sunlight, longer days, the need to "go out" and to spend their leisure time differently.

•

The surest way to make patrons of visitors is to provide surroundings so clean and comfortable, so attractive and efficiently operated that not only will nothing detract from the show but that your theatre will be remembered as the place to go.

Turn a sharp and critical eye on your property. Try to see it as your customers will. Then correct anything and everything that fails to measure up to a high standard. Don't compromise with cost on the excuse that Lenten business has been slack. Good housekeeping is a good investment. It will pay good dividends.

Television Today

IN THIS ISSUE **PAGE 11**

- **Bob Lang, a man on a mission, talks about "Out of Darkness" and his first three months as CBS director of sales for news and public affairs programming.**
- **Spotlighting the news in Television Today.**
- **Passing in Review — The week's highlights in shows.**

5 Units to Produce For Newly-Formed Amer. International

Special to THE DAILY

HOLLYWOOD, April 1.—Five independent production units have been signed to produce for the newly-formed American International Pictures, which will function primarily as a distributing organization, it was announced today.

James H. Nicholson, as president, heads the new firm, which has set up world-wide distribution. Franchises have been established in South America in the company's universal distribution policy.

Golden State Productions, Sunset Productions, Nacirema, Angel Productions and Roger Corman will produce the features on what Nicholson says will be "modest budgets with particu-

(*Continued on page 7*)

MGM Hits 5-Year Production Peak; 9 Before Cameras

From THE DAILY Bureau

HOLLYWOOD, April 1.—Production will hit a five-year high at M-G-M, with nine pictures before the cameras during the month of April, according to the production schedule announced today by studio head Dore Schary.

Making up the total are six new starts and three carry-overs.

Leading off the April starts is the $5,000,000 "Raintree County," starring Montgomery Clift, Elizabeth Taylor and Eva Marie Saint. David Lewis is producer, Edward Dmytryk is director. Filming starts today.

"The Barretts of Wimpole Street," starring Jennifer Jones, Sir John Gielgud and Bill Travers, goes into pro-

(*Continued on page 10*)

For Roadshow Engagements

35mm Projector May be Modified For 65mm Use, Says MGM Report

Experiments at the M-G-M studio indicate that a standard 35mm. projection machine may be modified to also handle the 65mm. print, to be utilized for roadshow engagements of M-G-M's new 65mm. process, according to word received here by the company from the studio.

The studio statement expanded on the initial announcement last week stating that "Raintree County," the first to be photographed in the new process, will go before the cameras on the Coast today.

Meanwhile, in regard to the releasing plans for the first film in the new process, a company spokesman stated that it has not been decided at this point whether to roadshow the picture in a 65mm. print. He added the sales policy will be evolved after the picture is completed.

According to the studio statement on the process, the 65mm. print can be employed "with a reasonable expenditure for new booth equipment." The modifications necessary on the standard 35mm. projector, according

(*Continued on page 10*)

After Leave

Zanuck Again At Studio Helm Viewed Likely

20th-Fox 'V-P' Tells of Contract Complexities

By MURRAY HOROWITZ

Prospects point to Darryl F. Zanuck resuming his post as vice-president in charge of the 20th Century-Fox studio following his leave of absence, which ends in June.



Darryl F. Zanuck

Zanuck, reached by phone before his departure for Europe at the weekend, indicated that his attempt to work out a new contract with 20th-Fox incorporating his plans to produce independently for 20th-Fox release, has been beset by

(*Continued on page 10*)

Drive-in Suit Filed by D-J

By J. A. OTTEN

WASHINGTON, April 1.—The Justice Department has filed a civil anti-trust suit charging several drive-in theatres in the Omaha area with fixing admission and refreshment prices.

Named as defendants in the suit, filed in the Omaha District Court on

(*Continued on page 10*)

Arwin Will Produce Six Films in 2 Years

From THE DAILY Bureau

HOLLYWOOD, Apr. 1. — Arwin Productions, owned by Martin Melcher and his wife, film star Doris Day, has announced six top-budget films to be made during the next two years, as part of a $12,000,000 production schedule that also includes plans for both television and radio.

PN1993 .M43

PERSONAL MENTION

MORTON A. SPRING, vice-president of Loew's International, returned to New York late last week from England and the Continent.

•

CHARLES BOASBERG, Paramount's supervisor of sales on "War and Peace" and "The Ten Commandments," returned to New York at the weekend from Boston.

•

MITCHELL WOLFSON of Wometco Theatres, Florida, has arrived in Tokyo, Japan, on a round-the-world trip with his wife and daughter.

•

IRVING RUBINE, assistant to the president of Dougfair Prods., left here on Saturday for London via B.O.A.C. Monarch.

•

MORGAN HUDGINS, M-G-M studio publicist, arrived here yesterday from the Coast en route to Europe.

•

BEN GOETZ, former head of the M-G-M British studios, will arrive here today from the Coast.

•

CHESTER FRIEDMAN, M-G-M Canadian press representative, will return to Toronto today from New York.

•

SI SEYMOUR, of National Screen Service, will leave New York this week for South America.

•

RICHARD GREENE returned to England from New York on Saturday via B.O.A.C.

•

RUTH ORKIN and MORRIS ENGEL, co-producers, will leave here today for Hollywood.

•

NORMAN PANAMA has arrived in New York from Hollywood.

•

BRUCE ODLUM, producer, has returned to Hollywood from Spain.

•

S. HUROK, producer, has returned to New York from Moscow.

•

OTTO PREMINGER, producer, will leave here for Europe this week.

Bonded to Handle AA Film Shipments

The physical handling and shipping of all Allied Artists product will be handled, commencing April 15, by the Bonded Film Service here, according to Roy M. Brewer, AA supervisor of branch operations. The film company has been handling the shipping of its product through its own department. Bonded is a member of National Film Service.

Officials of SSBC Express Doubts On Having Committee Conduct Trade Survey

From THE DAILY Bureau

WASHINGTON, April 1.—Officials of the Senate Small Business subcommittee, which is investigating motion picture industry trade practices, stated here at the weekend that they doubt that the committee would "look with favor" on going over the heads of exhibitor organizations by conducting a national referendum among the nation's theatre owners and operators.

The committee officials indicated that the group would probably stand on Sen. Hubert Humphrey's suggestion that the individual theatre associations poll their membership to find out their views on arbitration of film rentals and for production by divorced circuits.

Harry Brandt, president of the Independent Theatre Owners Association of New York, had sent a letter to each member of the SSBC subcommittee last week specifically asking that the group conduct a survey. Theatre Owners of America had also expressed itself as in favor of having the SSBC conduct such a survey, but, according to a spokesman for that organization, no formal request has been made to date.

Atlas-RKO Merger Awaits SEC Okay

The Atlas Corp. plans to hold its annual stockholders meeting in May, after the expected decision by the Securities and Exchange Commission on Atlas' proposed plan to merge its company and Atlas subsidiary firms with RKO Pictures.

An Atlas spokesman explained the date of the meeting will hinge on the announced action of the SEC, which has conducted hearings on the proposed merger. He explained that the proposed merger must be approved by Atlas stockholders. As to RKO Pictures, the spokesman saw no hitch from that quarter, pointing out that Howard Hughes, the principal stockholder, already has approved, in principal, the merger plans advanced by Floyd Odlum, Atlas president. Atlas also is a principal stockholder in RKO Pictures, the former holding company of RKO Radio Pictures, the assets of which consist of cash and a possible carry-over tax figure of an estimated $30,000,000.

'Conqueror' in New Criterion Record

A matinee gross, said to be the biggest in the history of New York's Criterion Theatre, was reported Friday afternoon for the showing of RKO's "The Conquerer."

Up to 5 P.M., receipts totaled $5,822. The theatre ran continuous performances throughout the night and Saturday morning, closing shortly after dawn Saturday and reopened in mid-morning.

Film Expenditures Up

OTTAWA, April 1.—The Canadian government reports that expenditures for the National Film Board in the 1955-56 fiscal year increased to $4,100,000 as compared to the $3,400,000 spent in 1954-55.

Strike Threat Looms By N.Y. Publicists

The Screen Publicists Guild (District 65) will start strike fund collections among its membership here this week as negotiators for the Guild and the producer-distributors continued to be "wide apart" in reaching an agreement for a new two-year pact covering home office publicists.

SPC negotiators reported at the weekend that labor negotiators for Columbia, Universal, 20th Century-Fox and Warner Brothers have come up with a proposal granting the publicists a $5 or less than three per cent over-all increase.

The Guild, which will sit down with the labor negotiators for these four companies again tomorow, is seeking a 15 per cent general increase.

Ark. TOA to Open Convention Today

HOT SPRINGS, Ark., April 1. — Circuit and theatre owners throughout the state were arriving here today in preparation for the two-day convention of the Arkansas Theatre Owners Association which opens here tomorrow.

J. S. Carbery, president of the Arkansas TOA, and Fred Brown, convention chairman, are presiding over the meetings. Robert Livingston, Arkansas TOA secretary, Robert O'Donnell, of the Interstate Circuit, Dallas, and William Gehring, vice-president of 20th Century-Fox, will be the sprincipal speakers.

Corporate Tax Stays

WASHINGTON, April 1. — The federal corporate income tax rate will stay at 52 per cent for another year. The President signed into law legislation to continue this rate, which otherwise would have dropped to 47 per cent today.

SSBC Will Explore Trade Items Here at Meeting Tomorrow

From THE DAILY Bureau

WASHINGTON, April 1. — Suc questions as the amount of time th distributors feel they need, a possib hearing date and the type of inform tion sought by the Senate Small Bus ness subcomittee, will be explored Tuesday's meeting in New York b tween SSBC staff officials and di tributor representatives.

The SSBC staff officials will me with Adolph Schimel, chairman of th legal committee of the Motion Pictur Association of America, and with h aides.

Bacharach Chairma Of 'Flannel' Opening

Bert Bachrach, authority on men fashions, columnist, author and rad commentator, has been named chai man of the March of Dimes premie committee for the New York openi of Darryl F. Zanuck's current produ tion, "The Man in the Gray Flann Suit."

The benefit will take place at th Roxy Theatre on April 12, the fir anniversary of the development of th Salk Vaccine.

All proceeds from the first night showing will aid the March of Dim Patient Care Program.

Bacharach has called for a meeti of men's wear industry leaders to di cuss premiere plans tomorrow at Ne York's Little Club.

Photo Center Spread For 'Conqueror' Ad

RKO Radio, making a strong b for the heavy Easter weekend bus ness on Broadway, established a fir of its kind by buying the cent spread of last Friday's New Yo "Daily Mirror" for a picture and te layout on "The Conqueror," whic simulated the Mirror's usual cent spread of news pictures.

The RKO Radio ad was the cent of a 12-page special amusement se tion. Thus the "Mirror's" regul two center pages of news pictur faced the first and last page of th special section. "The Conqueror" ha its New York opening on Friday the Criterion.

Japanese Title Change

The Japanese production of "Seve Samurai" will undergo a title chan shortly due to a similarity in title wi the Fine Arts Film release, "Samurai according to Edward L. Kingsle who heads the special sales divisio for Columbia Pictures which di tributes special foreign product d mestically.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

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MAMIE'S Sheet Music **AVAILABLE!**

MAMIE'S Song smash recorded by JANE RUSSELL on Capitol AMES BROS. on RCA Victor **AVAILABLE!**





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MAMIE'S Production Trailer **AVAILABLE!**



IN FACT... **MAMIE'S AVAILABLE!**



ive Units

(*Continued from page* 1)

r attention given to their exploita-n and box-office possibilities. Ex-pt for the westerns, we plan to lease these pictures in pairs, with uble-bill ads and exploitation aterial."

Product Is Itemized

Citing the upcoming films, Nichol-n said Golden State Productions ll produce "Girls in Prison" and he She Creature," to be followed "Hell's Canyon." Sunset, with cholson as executive producer, ans "It Conquered the Earth" and eepers of the Earth." Nacirema s "Hot Rod Girl" in the cutting om, with "The Invisible Monster" d two westerns to follow. Angel oductions has a May camera date r "Dead Man's Gun," with one or o untitled films to follow. Corman ll produce three features through s own company, in addition to mak-g several for Sunset Productions.

"Girls in Prison" and "Hot Rod rl" will be released in mid-May as double bill, to be followed in June th the combined program of "It nquered the Earth" and "The She eature."

Program Told Exhibitors

Commenting on story properties, cholson added, "We feel we can eate our own and tailor them to the eds of the current market. We have ked to exhibitors from coast to ast, including circuits and indepen-nts, and have outlined our program them. We have been, and will ntinue to be, guided by the advice d opinions of the exhibitor. Good ploitable product for the average eatre is badly needed and our pro-am is to fulfill this need."

eport Berlin Death f Israel Rosenfeld

News agencies in Berlin reported e death of Israel Rosenfeld, Ger-n-born film producer, who was led March 28 in an automobile sh in the city's British sector.

A U.S. citizen, he was a producer d distributor of films in Germany til 1933, at which time he emi-ated. He formed Simpex in New rk in 1941 and returned to Berlin t January and re-established his old m, Harmonie Films. His wife re-es in New York.

0th Slates Three or April Release

Continuing its policy of releasing o CinemaScope attractions each nth, 20th Century-Fox has sched-d two attractions in the entertain-nt medium plus one regular di-nsion film for April, it was dis-sed Friday. All three films are in or.

The pictures are "Hilda Crane" in emaScope, "The Revolt of Mamie ver" in CinemaScope and "Mo-vk," an Edward L. Alperson stand-l dimension film.

REVIEW:

Black Ketchum, Desperado

Columbia

FOR THOSE theatres where action, particularly that of the western plains, is a necessity to satisfy patrons, this story of gunplay and the war of law and order against villains is a top attraction. Howard Duff and Victor Jory share the spotlight as well as the gunplay while Maggie Mahoney and Angela Stevens provide the romantic interludes, all of which are tightly woven by director Earl Bellamy.

A Clover Production produced by Sam Katzman, "Blackjack Ketchum, Desperado" has Duff, a retired gunslinger, joining law and order to oust Jory and his brothers, portrayed by George Mather and Robert Roark, from the neighboring cattle range. Story-wise, Jory and his band dominate the range by their guns and the war heightens even further when Jory discovers that Duff was the gunslinger who shot his brother in a self-defense foray.

However, Duff and the sheriff win out after more shooting and the introduction of Miss Mahoney, who falls in love with the retired gunfighter. An air of spontaneity prevails throughout the film that evidences more than the usual amount of western action. Both Duff and Jory are convincing and lend an air of freshness to the moving production.

Running time, 76 minutes. General classification. For April release.

To Release Statistics Of Industry Census

WASHINGTON, April 1. — The Census Bureau hopes to issue late this month preliminary statistics on its motion picture industry census of last year.

The Bureau took the figures in 1955, based on 1954 business, for all branches of the industry. They now expect to put out in about two or three weeks one preliminary report giving nationwide, geographic area, and state totals for motion picture exhibition—both conventional and drive-in. Later, they'll have the same preliminary report for production, distribution and service trades.

Plan State-by-State Reports

Starting perhaps in May, they'll put out more detailed state-by-state reports. Originally, the Bureau had not planned to issue any preliminary national or state total figures, but officials said they had decided to put these out because the detailed state-by-state figures were being put together more slowly than expected.

RKO to Re-Release "King Kong" in June

Because of the interest in "King Kong" when it was shown on TV two weeks ago, RKO will re-release the film in June, it was announced Friday by Walter Branson, vice president in charge of worldwide distribution. The RKO production has been seen on two TV stations, WOR-TV in New York and WHBQ in Memphis, both Teleradio-owned outlets. There will be no more TV showings of "King Kong," Branson said.

A special campaign is being prepared now to launch the release of the science-fiction film, he added. "King Kong" will be coupled with "I Walked With a Zombie."

Conn. AFM Pledges Petrillo Support

BRIDGEPORT, Conn., April 1.— Delegates to the 46th Connecticut semi-annual state conference of the American Federation of Musicians, here last week, unanimously adopted a resolution pledging support to president James C. Petrillo and the International Executive Board for their connection with the current dispute with Los Angeles Local 47 of the AFM.

Tax Campaign Described

The conference, which was attended by 38 delegates, representing 14 Connecticut locals and some 2,500 AFM members, also heard a report by Leo Cluesman, international secretary of the Federation, on the progress of the campaign to remove the 20 per cent Federal amusement tax.

The AFM resolution in support of Petrillo also opposed any movement which has for its purpose the weakening or destruction of the Music Performance Trust Funds.

'Alexander' Drawing Big Family Trade

Following a $14,700 opening day gross of "Alexander the Great" at the Capitol Theatre here, the second day was reported to have ended with a take of around $16,000, it was reported on Friday. Comparative top grosses were said to have been turned in at regional premieres in Los Angeles, San Francisco, Denver, Miami and Baltimore.

Harry Greenman, manager of the Capitol, noted a heavy "family" patronage at the weekend, which he regarded as a healthy sign for the industry.

Additional regional openings have started in St. Louis, Washington, Dallas, Cleveland, Buffalo, Atlanta and Washington.

PEOPLE

William K. Everson, for the past six years foreign publicity manager of Allied Artists, has joined the **Paul Killiam** organization in a writer-producer capacity. Killiam's company produces the "Movie Museum" television series, devoted to the history of the motion picture.

¤

Arthur Herzog, Jr., MOTION PICTURE DAILY correspondent in Detroit, and screen publicist, will be the guest speaker at the spring meeting of the Greater Detroit Motion Picture Council. Herzog will give an hour's reading from the manuscript he is preparing for a novel entitled "Advance Man." This deals in a humorous vein with activities of a typical advance man in motion pictures.

¤

Marvin Cutler has been named assistant to Schine Ohio district manager **Harold Raives**, in Cleveland, to succeed **"Dick" Dickerson**, who has been promoted to the home office in Gloversville, N. Y. **Stella Smetanka**, formerly of Co-operative Theatres of Ohio, has joined the Schine Cleveland office as secretary to **Raives**.

¤

Charles Schramm is the new city manager for J. J. Parker Theatres in Astoria, Ore.

¤

Charles Martin has been named assistant manager of the Stanley-Warner Strand, Hartford.

¤

Maurice "Bucky" Harris, veteran press agent, has been named permanent publicist at Universal for New England, including Boston and New Haven. He had been publicist for Columbia Pictures, RKO Pictures and RKO Theatres before joining U-I in 1948.

¤

Jim Kirby has been appointed sales manager of the Jacksonville branch of Universal.

Samuel Tabor Dies

BALTIMORE, April 1. — Funeral services were held here for Samuel Tabor, salesman for Republic Pictures, who died at his home here. Survivors include his wife and two sons.

La Badie Joins Center

Donald La Badie, of The Film Daily, has resigned to become executive assistant to Joseph Maternati, head of the French Cinema Center, here.

CFI wins first place tw



Film producers for Motion Picture Theatres and TV spend thousands of dollars we millions yearly, for fine, outstanding productions. Discriminating producers pr their creative efforts by having their negative developing and printing do Consolidated Film Industries located in Hollywood, New York and Fort Lee. over 35 years, Consolidated Film Industries has been renowned for the hig quality film processing in both color and black-and-white. CFI is ready to serve at any of their plants located at: 959 Seward Street, Hollywood, Califor 521 West 57th Street, New York, New York · Consolidated Park, Fort Lee, New J

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Winning Laboratories

- WHICH LAB EXCELLED IN QUALITY OF ITS WORK?

Place	Company	Points
1.	**Consolidated Film Industries**	**151**
2.	Movielab	126
3.	Pathe Labs	94
4.	Precision Film Labs	89
5.	DeLuxe Labs	75
6.	General Film Labs	59
7.	Acme Film Labs	56
8.	Guffanti Film Labs	43
8.	Film Associates	43
10.	Du-Art Film Labs	36

- WHICH LAB EXCELLED IN SPEED OF ITS PERFORMANCE?

Place	Company	Points
1.	**Consolidated Film Industries**	**137**
2.	Pathe Labs	114
3.	Precision Film Labs	93
4.	Movielab	80
5.	DeLuxe Labs	74
6.	Acme Film Labs	69
7.	General Film Labs	56
7.	Guffanti Film Labs	56
9.	Film Associates	51
10.	Mecca Film Labs	49
10.	Hollywood Film Enterprises	49

- WHICH LAB WAS OUTSTANDING FOR THE ECONOMY OF ITS WORK?

Place	Company	Points
1.	**Consolidated Film Industries**	**149**
2.	DeLuxe Labs	137
3.	Precision Film Labs	123
4.	Pathe Labs	98
5.	Movielab	85
6.	Guffanti Film Labs	73
7.	Du-Art Film Labs	65
8.	Film Associates	63
9.	Acme Film Labs	54
10.	Filmservice Labs	47
10.	Mecca Film Labs	47

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THE BILLBOARD FEBRUARY 18, 1956

Consolidated Film Industries Repeats 3-Way Win for Labs

Keeping pace with the increasingly important role that film labs play in a TV industry that has embraced film more and more, Consolidated Film Industries has stayed atop its competition and again this year copped all three first-place service awards in the laboratories category. Consolidated, a subsidiary of Republic Pictures, was voted tops of all the labs in the quality of its work, the speed of its performance and the economy of its work. Its feat in winning all three first-place awards in this year's balloting duplicates its showing of last year.

REVIEWS:

Manfish

United Artists

JOHN BROMFIELD, Victor Jory and Lon Chaney, all in pursuit of an 18th Century hidden treasure in Jamaican waters, are the headliners in this adventure release by United Artists. Tessa Prendergast is the girl who introduces romance and a bitter struggle between Jory and Bromfield for her affections.

Interest is reasonably sustained in this story that reveals the jealousy between some men seeking buried treasure. Here, Bromfield, Jory and Chaney are the seekers who find adventure, romance and murder as part of their business. Action-wise, Jory kills Bromfield to obtain his share of the treasure, but the police close the chapter of his financial exploits when they arrest him for the murder, leaving Chaney holding the fortune. Of course, Chaney, portrayed as a not-too-bright first mate, loses the treasure inadvertently when he chugs out of the Jamaican harbor. Unknown to him, the treasure had been tied by cord to the rear of the boat and the propeller action cuts the rope, once more returning the treasure to the ocean depths.

W. Lee Wilder directed and produced the screenplay by Joel Murcott that was based in large upon Edgar Allen Poe's novel, "Gold Bug." Color by DeLuxe is on generous display. The story adaptation is credited to Myles Wilder.

Running time, 76 minutes. General classification.

Track the Man Down

Republic

MAN'S LUST FOR money and the pitfalls that follow when he double-crosses his partners in crime is the adventure theme of Republic's "Track the Man Down" that features American Kent Taylor as the marquee attraction. The second in a series of such melodramas made by Republic's British production company, Republic Productions, Ltd., it combines fast-moving action and a fair amount of suspense to win audience approval.

William N. Boyle and R. G. Springsteen served as associate producer and director, respectively, and used their American market-wise intuition to bring the film beyond the average appeal. They introduced enough offbeat dramatic touches to place it on a par with some of the better foreign imports and they compensate for the routine ending by taut developments.

Petula Clark, Renee Houston and George Rose as supporting stars complement the performance of Taylor. Rose portrays the main criminal who robs a greyhound racing track on the banks of the Thames and subsequently kills his fiancee and his partners in crime. Taylor emerges as the hero. He enacts a newspaper reporter in the search of a big story and there is a creditable amount of suspense introduced in his search for the criminal. Romance is treated lightly but the love affair between Taylor and Miss Clark makes up the supplementary story thread.

Running time, 75 minutes. General classification.

Modification of Projector

(*Continued from page* 1)

to the statement, can be made "for a fraction of the cost of a new machine."

The studio statement underscored the flexibility of the system, stressing that reduced 35mm. prints will be available for CinemaScope, wide or normal screen showings.

Can Choose Method

"From the producer's standpoint," the statement continued, "this multiple choice of exhibition method is one of the great advantages of the 65mm. process. Using one camera, one negative and a single camera crew, he can decide after the picture is made which form of exhibition is most suitable."

Because of its size, the statement continued, a single negative filmed in 65mm. can supply any or all of the following:

1. Super-roadshow prints utilizing the full 65mm. frame in a 3 to 1 ratio, filling the largest screens available today and capable of filling still larger screens.

2. Roadshow prints in the dimensions of Todd-AO's 2.25 to 1, or the horizontally projected double frames of 2 to 1 large screen VistaVision.

3. Prints suitable for roadshowing in Cinerama's triple-projection system.

4. Standard 35mm. release prints in CinemaScope and VistaVision in its 1.85 to 1 ratio for general release.

5. Standard 35mm. release prints for wide-screen or normal screen projection.

For All Types of Sound

Roadshow exhibition of a 65mm. picture also can feature M-G-M's new six-channel stereophonic sound process, the statement declared, adding that M-G-M prints will accommodate all types of optical and magnetic sound.

Drive-in Suit

(*Continued from page* 1)

Friday, were the Central States Theatre Corp. of Des Moines, the Center Drive-In Theatre Co. of Lincoln, Neb., and the Midwest Drive-in Theatre Co. of Omaha. Central States operates the 76th and West Dodge Drive-in Theatre at Omaha and the Council Bluffs Drive-in at Council Bluffs, Iowa. Center operates the 84th and Center Drive-in in Omaha, while Midwest operates the Airport Drive-in at Carter Lake, Iowa.

The government charges that since February, 1955, the three firms conspired to fix prices for admission to their theatres and for food and beverages sold there. It is also alleged that they agreed upon the maximum amount each would spend on Omaha newspaper advertising. The court is asked to enjoin all these practices.

Barnes Issues Statement

Anti-trust chief Stanley N. Barnes said that the Department had always taken the position it would proceed against price-fixing by criminal actions. However, he added, a 1953 decision of the Seventh Circuit Court of Appeals held that a price-fixing indictment of several Chicago drive-ins did not charge an offense under the Sherman Act.

"Although this 1953 court opinion involved different facts than those alleged in the present case and arose in a different judicial circuit," Barnes stated, "we determined to make an exception to our general policy and to proceed in this instance on the civil, rather than the criminal, side of the docket, pending a definitive judicial ruling on the applicable law."

MGM Productions

(*Continued from page* 1)

duction on Tuesday at M-G-M's London studios. Sam Zimbalist is producer of the film, Sidney Franklin is director.

"Tea and Sympathy" starts April 9. "The Power and the Prize" will roll April 16; on the same day, "The Teahouse of the August Moon" goes into production in Japan.

Set for an April 30 start is "The Painted Veil," subject to title change.

There is a possibility that two or more pictures may be added to the April schedule.

Sacks to Devote All Time to NBC, RCA

Emanuel Sacks, vice-president of Radio Corp. of America and the National Broadcasting Co., and vice-president and general manager of the RCA Victor Record Division, will devote his full time to NBC and RCA staff activities from now on, it was announced by Frank M. Folsom, president of RCA.

Lawrence W. Kanaga, vice-president and operations manager of the RCA Victor Record Division since May, 1955, has been appointed to succeed Sacks.

Flamme Quits S-W To Operate Drive-in

ALBANY, April 1.—A. O. La Flamme, manager of the Strand since 1947 and previously manager of the Madison and of the Ritz, is leaving the Stanley Warner organization May 5 to become a partner with John Gardner in a 300-car drive-in now under construction at Unadilla. Gardner also operates the Turnpike Drive-in, outside Albany.

He and Gardner are shooting for the opening of the Unadilla the first week in May.

Zanuck

(*Continued from page* 1)

many and unforeseen complications.

He stressed the legal difficulties involved, in response to a question, adding that he may resume his post when his leave of absence is up, if his contract difficulties are not resolved. Asked about his independent projects, he said he could only make those known once he clears up his status.

Holding Contract Talks

Zanuck said the major reason for his New York visit, which lasted five days, was to see the answer print on "The Man in the Gray Flannel Suit," in addition to holding contract talks. In regard to the legal complications, he said they appear to grow more complex with time.

Buddy Adler has been acting as studio head in Zanuck's absence. Zanuck, when he made public his desire to relieve himself of studio administrative duties last February, stated that a four-month allotment of time had been agreed to for working out a new contract granting him the status of an independent. Currently, Zanuck is under a long-term contract with 20th-Fox.

Lambs Will Present Nine Cup Awards

The inauguration of a Lambs Cup award by the Lambs Club of New York, to be presented to nine performers at the annual Lamb's Gambol on April 21, at the Hotel Waldorf-Astoria, was announced by the organization over the weekend.

Representing the traditional pewter mug of the club, awards will be made on a basis of individual noteworthy contributions to the theatre.

Candidates for the awards include John Anthony, Ed Begley, Shirley Booth, Robert Breem, Gladys Cooper, Morton DaCosta, Robert Dowling, Anthony Franciosa, Andy Griffith, Josephine Hull, Patricia Jessel, Richard Kiley, Peter Larkin, Alfred Lunt and Lynn Fontanne, Marcel Marceau, Siobhan McKenna, Paul Muni, Edward G. Robinson, David Ross, Joseph Schildkraut, Susan Strasberg, Gwen Verdon and Ray Walston.

Walter Grezea, Harry Herschfield, Gilbert Miller, Clarence Derwent, Joseph Kipness, Bernard Sobel, Michael Abbott, William Gaxton, Max Gordon, Vinton Freedley, Emil Friedlander, Marcus Heiman and Louis Lotito are members of the nominating committee selecting the award winners.

Seymour Feig Joins Disney Legal Staff

Seymour I. Feig has joined the legal staff of Walt Disney Productions, Gunther R. Lessing, Disney's general counsel, announced.

Feig, formerly with the RKO legal department, will serve as assistant to Franklin Waldheim, eastern counsel of Walt Disney Productions.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

The Hearings at the Recess

▶ The Senate Committee on Interstate and Foreign Commerce, which has been holding hearings on the UHF-VHF allocation problem and on general television service, Wednesday evening recessed until the week of April 23 when it will take up the subject of toll television. Testimony last week was particularly pointed. William B. Lodge, vice-president of CBS, told the committee that the current allocation problem exists because of the basic mistake of mixing VHF and UHF channels in the same or overlapping markets and recommended the creation of three to seven additional VHF channels and dropping them into many cities. Joseph V. Heffernan, vice-president of NBC, suggested "the effective use" of the 70 UHF and 12 VHF channels now allocated by having Congress make a national policy out of maintaining or strengthening UHF service. This could be done, he said, if the excise tax on all-channel color receivers was repealed, and if the FCC could permit the holder of a VHF grant to receive, without further proceedings, a grant for a substitute UHF channel resulting from deintermixture. Uttering a pox on both your houses, Richard A. Moore, president of KTTV, Los Angeles, testified before the committee that "time option" and "must buy" agreements between networks and their affiliates were making independent TV film producers completely dependent on the major networks. About the only conclusion to be drawn from the hearings as they recessed: almost everyone was having his say.

Ziv Speaks Out

▶ Last Fall, Frederic W. Ziv, chairman of the board of Ziv TV, had some pungent remarks to make about the entrance into TV film production of the motion picture companies of Hollywood. Several of his predictions eventually proved quite accurate. Last week, Mr. Ziv was speaking out again. In a four-page memo, he pointed out to his collegues that the newly released-to-TV theatrical features "are not coming from a bottomless reservoir." When they are used up, he said, the industry will quickly turn to regular TV film suppliers. In a competitive showdown, he sees made-for-TV product winning out over the feature packages. The bulk of the features will wind up in "late night showings and other marginal time spots." Mr. Ziv also sounded a moral note that wasn't nearly as effective as his other remarks. Since many of the theatrical features now released to TV "were produced by men who believed that the way to attract people to the theatres was to give them sex, violence and thrills," he said, these pre-1948 feature films can easily set back the medium five or 10 years. It's the original premise that is subject to debate.

Justified Strut

▶ ABC Television sales folks are strutting—and with reason. It is reported that Disneyland (Wednesday, 7:30-8:30 P.M., EST) and Mickey Mouse Club (Monday-through-Friday, 5-6 P.M., EST) have accounted for advertiser renewals for the 1956-57 season with billings exceeding $19,000,000, and that's a right smart lot of billings, in any man's league. Disneyland is sold out now to the Fall of 1957. Mickey Mouse Club is undertaking a smart promotional venture to start this Spring. According to announcement from Robert E. Kintner, president of ABC, and Walt Disney, a nationwide juvenile "talent roundup" will go into 10 of the country's largest population centers. The winners will be flown to Hollywood to appear as guest performers on the program, with exceptional ability perhaps leading to permanent cast status. Participation of stations and stores will spread the value all across the merchandising area.

Suds and Spirits

▶ Both the Senate and House Commerce Committees have concluded their hearings on bills to ban the interstate transportation of advertising of alcoholic beverages, which, of course, would prohibit the advertising of beer and wine on radio and TV. Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, last week wrote to all TV and radio licensees warning that there was a definite likelihood, in addition, that the Senate bill would be amended to apply only to radio and TV. This bill, which appears each election year, might well be passed: few legislators with many "dry" constituents, could afford to be against it.

Success

▶ National Telefilm Associates, Inc., resorts to plain, simple and quite expressive numbers with dollar signs to recount recent success. As reported by Ely A. Landau, president, its most successful half-year, ending January 31, last, accounted for a net profit of $145,051, equal to 22 cents per share, compared with a deficit in the entire 1955 fiscal year. In the six-month period: exhibition contracts were $2,423,483; deferred film rental income aggregated $1,248,701. A $1,500,000 credit line has been established with the Chase Manhattan Bank, New York. Says Mr. Landau: "We are increasingly confident . . .".

Expansion

▶ Onward, upward and now outward would seem to be the watchwords of the TV film producers;
(*Continued on page* 12, *column* 3)

In Our View

TUESDAY last, in suburban New York, a mother was about her housework in another room, while her several children contentedly watched Ding Dong School over Channel 4 (NBC-TV, 10 A.M.), one of the better and more popular programs for children. Suddenly cutting sharply across the program, and arresting the mother's attention, was a terse announcement, which sounded to the mother like: "There's been a tragedy!" It developed that the news announcement was of a ceiling which had fallen in a synagogue, with injury only to three persons.

Here is a classic example of utter irresponsibility in determining that vital matter of cutting into programs with news flashes. There are several factors of extreme importance which are pertinent here. In the first place, care must be taken that such programs as children's shows should not be broken into—and if they must, that the wording of the break-in be handled circumspectly. Certainly, in the incident cited, the news event under no circumstances warranted a program interruption, and above all, not on a children's show.

Also, there is grave danger the public will become so annoyed with such interruptions that when a really vital matter presents itself, or the needs of national defense require it, such announcements will go practically unheeded. It might well become a matter of crying wolf once too often. It is vitally necessary that the best of good judgment be brought to bear upon the problem, with careful consideration given in each individual case to the type of program on the air at the time the alleged "emergency" news develops.

Every network and every station in the land should have one highly placed and responsible executive, on whose judgment full reliance may be placed, who alone must determine when a news flash is of sufficient importance, all things considered, to warrant interruption of the program then on the air.

—Charles S. Aaronson

Passing in Review

BACK-TO-BACK, CBS-TV's Lamp Unto My Feet and Look Up and Live presented on Palm Sunday morning two of the holiday season's most impressive programs. The former presented dramatic readings by Siobhan McKenna and Fritz Weaver from Paul Claudel's "The Way of the Cross," with music by Arthur Honneger and paintings by Andre Girard, while the latter presented a choreographic interpretation of the Stations of the Cross. Both may have been shaky technically (the lighting cues went drastically awry several times) but were, in content, unusually fine in the eyes of a restless, Sunday morning insomniac.

And, speaking of insomniacs, they must have received their fill of "Wrong-Way" Corrigan (if their appetites were so turned) last week. That now loquacious ghost of another, happier era showed up first in the audience of Steve Allen's Tonight show, at approximately 12:30 A.M. Thursday, and a scant eight hours later was talking away with Dave Garroway on Today. It's little things like that which make one stop and think. The Robert Montgomery people on NBC-TV Monday night presented a highly dramatic case history of a heart patient ("The Long Way Home") while side-by-side CBS-TV's Studio One labored through a fantasy "suggested" by Jackie Gleason, "The Tale of St. Emergency." Ethel Merman Sunday night made what's called a "dramatic debut" on CBS-TV's General Electric Theatre, but no one's talking about it. Concurrently, Herbert Brodkin's Goodyear Playhouse, NBC-TV, was giving a beautiful production to Louis Peterson's "Joey," acted with style and humor by two masters of inarticulate, naturalistic realism, Anthony Perkins and Kim Stanley, and directed by Robert Mulligan. Elsewhere in the week:

KRAFT THEATRE: "A Night to Remember," NBC-TV, 1 Hour, 9 P.M., EST, Wednesday, March 28, 1956. Live, from New York. For Kraft Foods Company.

Director George Roy Hill, who conceived, helped to adapt and then staged this television treatment of Walter Lord's "A Night to Remember," contributed simply one of the major highlights of the season. It was primarily a technical achievement but even as such managed to pack an emotional wallop that considerably less complicated, more personal dramas strive for and seldom attain. The story of the *Titanic*, of course, has within it all the qualities that make for endless fascination: spectacular disaster, legend and romance, which quite legitimately have come to symbolize the end of one era and the beginning of another. From beginning to end, this was a director's show, a masterful job of integration of technical detail, historic fact, crowd scenes and intimate narrative, paced for mounting tension by a showman. It also, in the course of 60 short minutes, broadened the scope of live television drama more than any other single show of the year. For the record, Claude Rains, whose narration was just about perfect, headed the huge cast.



CLIMAX: "Pale Horse, Pale Rider." CBS-TV, 1 Hour, 8:30 P.M., EST, Thursday March 22, 1956. Live, from Hollywood. For Chrysler Corporation.

F. W. Durkee, Jr., may well be credited with an articulate and fine television adaptation in his script of the notable short story, "Pale Horse, Pale Rider," by Katherine Anne Porter. And Durkee's good script was in the capable hands of three excellent players, Dorothy McGuire, John Forsythe and Ann Rutherford, in particular. The simple story concerns the girl who dreams she is pursued by death, and cannot shake the fear that dream engendered. She falls in love with a soldier about to leave for overseas, and when she falls ill with the dread flu which ravaged the land in 1918, she feels the dream coming true. But she lives, her lover leaves, and as she is recovering and Armistice arrives, comes the dread news that the soldier has died—of the flu. It is a poignant story, told with the stark simplicity and effectiveness which fine performances can impart to such material. It was well worthwhile.

PLAYWRIGHTS '56: "The Undiscovered Land," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, March 27, 1956. Live, from Hollywood. For Pontiac.

An unrepentent misanthrope cast a disastrous spell over the Playwrights '56 presentation last week, and at a time when the series—soon to be without a sponsor—could least afford it. There was, however, a certain fascination in the J. P. Miller script, stemming in large measure from its amazingly candid challenge to the viewer's sense of credulity, aggravated by the casting of Cyril Ritchard in the central role. Ritchard was called upon to portray an ex-New York hotel manager who had piled up enough cash to have been settled for some years as gentleman farmer in Connecticut, complete with 40 head of Holsteins and lavish farm house. The central situation was even more peculiar—and unbelievable — having to do with the death of the town drunk, whose will asked that misanthrope Ritchard speak at his grave and tell the truth. Ritchard did just that, thus alienating his long-suffering daughter and what few neighbors had earlier been speaking to him. The point of all this was impossible to fathom. Clearly one was supposed to experience some horror at the sight of this man's egoistic cynicism, but because he employed clean, syllogistic logic while the others prattled fleshy truisms, the intended effect was lost. Nina Foch, a good actress, was hard put to bring some meaning to the business as Ritchard's daughter, while Ritchard himself was simply light-weight. Arthur Penn directed and Fred Coe, of course, produced. "The Undiscovered Land" was a handsome but strangely barren country.

MAX LIEBMAN PRESENTS: "Heaven Will Protect the Working Girl." NBC-TV, 1½ Hours, 7:30 P.M., EST, Sunday March 25, 1956. Compatible color, from New York. For U.S. Rubber Co., Lewis Howe Co., American Radiator, Maybelline Co.

From the novel premise implicit in the title of this program, Max Liebman fashioned a delightful chunk of television entertainment, aided and abetted by a lively cast of real professionals. In a series of songs and sketches, with production numbers to serve as backgrounds for same, the general theme of the poor, ill-treated "woiking goil" was expounded. Bert Lahr was hugely funny, and such as Helen Gallagher, Tony Randall, Connie Russell, Tammy Grimes, Janet Blair and Patricia Hammerlee were all entertaining. "The Salesgirl and the Floorwalker," with Lahr as the latter, was especially gay. "The Subway Incident" was less effective, chiefly because all concerned worked too hard at it. In general, however, it was light, lively and pleasant entertainment—and for just about everybody. Bill Hobin was associate producer - director, William Friedberg and Neil Simon shared the writing credits, and Charles Sanford was musical director.

SPOTLIGHT

(*Continued*)

now it's Television Programs of America expanding, with Milton A. Gordon, president, announcing increased foreign activity. A TPA International Division will be headed by Paul Talbot, president of Freemantle Overseas Radio & Television, Inc., who will supervise initially Central and South America, and Australia. TPA offices will be opened in South American cities, with Canada and Europe on the schedule. In a new deal, Artransa, Ltd., will handle TPA shows in Australia. The Count of Monte Cristo and Ramar of the Jungle have been dubbed into Spanish, and TPA proudly declares it has 11 shows on the air in the U. S.

One-Season Business

▶ The day of the truly portable TV set is approaching, and the industry is gearing for that time. At the national level the networks have set the example by abolishing summertime hiatus privileges for network clients. Last week Ziv released a couple of percentage figures which show what's happening on the local level. Less than two per cent of the company's all-time high number of 2,200 different advertisers in more than 280 markets are taking their traditional summer lay-off this year. That compares with approximately nine per cent who vacationed last summer and 12 per cent the summer before.

Tobor's Coming

▶ An electronic man who responds to emotional as well as physical stimuli is Tobor, whose adventures will be recounted, at length, episodically, and probably quite profitably, in the new TV series, Here Comes Tobor, which has just gotten under way at the Goldwyn Studios, produced by Guild Films, Inc., with Richard Goldstone as producer. At the same time Guild is moving its offices to bigger space at 8255 Sunset Boulevard, in Hollywood, concentrating hitherto scattered coast forces. The Tobor series will be in cooperation with Dudley Pictures, which created and developed the metal man. In all, 39 episodes are planned now, with the initial telecast set for the Fall.

WHY?

The Kraft Foods Company Wednesday night sponsored on its regular series over NBC-TV, "A Night to Remember," (review on this page) recalling the *Titanic* disaster, and it was as fine a dramatic presentation as has come to TV in recent memory. It was a tense, suspense-laden production, building to a climax—and in this opinion, almost ruined by two commercials (on cheese uses) which shattered the effect and required a re-building of the suspense. Why could the Kraft handlers not have seen that commercials at the beginning and end of the show only, and a sustained flow of dramatic presentation without a break would have made an intensely brilliant show—and made the viewer that much more conscious of the Kraft product, his feeling tinged with gratitude. Why?—C. S. A.

CBS Off-Beat, No-Sponsor Specials Have "Mission"

by VINCENT CANBY

IN the course of one recent six-day period, the CBS Television network had scheduled—in several of its prime commercial time spots—such untried audience catchers as a 90-minute film essay that described the downbeat Israel-Egypt situation (See It Now, March 13), a half-hour documentary on the life, loves and death of nothing more romantic than a hawk (Adventure, March 18) and a potentially depressing 90-minute study of the treatment of mental illness in an obscure (to the layman) California hospital (Out of Darkness, March 18).

The three programs had exactly three things in common; each was a special brainchild of vice-president Sig Michelson's public affairs department; each received critical acclaim and big audience response, and each was unsponsored. The nice word is sustaining.

Last week, Bob Lang, for three months now the CBS Television network's director of sales for news and public affairs, sat in his New York office and talked about the sponsorship and/or unsponsorship of these shows. He talked like a man with a mission, which, of course, he is. The mission, in his words, is "to call the attention of our regular CBS sales force to our public affairs programming" and thus to show that "good public service programming can be good commercial broadcasting."

"We," said Mr. Lang, speaking collectively of himself and CBS, "are doing a development job" in selling public affairs programming. Considering the high calibre of such CBS shows as Lets Take a Trip, Face the Nation, etc., besides those mentioned earlier, all of which still go sustaining, there has been something of a cultural lag between the devising of the programming and the selling of same. The network's Omnibus, with sponsors willing to stand in line, is the exception that proves the rule.

Mr. Lang, a veteran of six years as director of Radio Free Europe, succeeded nobody in his present position at CBS. There wasn't any such position before he took over. It might be pointed out too that the current campaign to sell CBS public affairs productions is hardly a desperation move. The company last year broke all previous records for sales and came through with net income after taxes of $11,400,000, a 17.4 per cent increase over the previous all-time high mark, set in 1954.

Most of Mr. Lang's remarks centered around the phenomenally successful "Out of Darkness," a strictly off-beat, unsponsored subject for which network policy makers had recklessly appropriated the sponsored Omnibus time March 18. The recklessness, as Mr. Lang talked, began to sound more like vision. "Darkness," he reported, doubled the regular Omnibus audience and almost equalled that of the overlapping NBC-TV competition from Maurice Evans' "Taming of the Shrew." It reached 16,000,000 to 17,000,000 homes, and what's more important, the audience not only stayed with it, but increased as the show progressed.



TV Today

BOB LANG, of CBS, a salesman with "vision."

The show had cost approximately $150,000, not including air time, and had been a gamble throughout its physical production —it was never known whether Doris L., the mute on whom most of the footage was focused, would respond to therapy. However, "the mail on the show was fantastic," said Mr. Lang. Doctors, hospital authorities, members of state legislatures and even Congressmen have since requested private showings of the film. "It will be used over a period of years."

Why, he was asked, wasn't "Out of Darkness" sold for sponsorship?

First, he said, "it was a prototype," and then more directly, "don't get me wrong, we would have sold it if we could." That, however, had not been the primary aim of the network. "We wanted to show what we could do. We wanted to show that we could treat a subject such as this in an interesting, entertaining, positive manner, without insulting the intelligence of the professionals," in this case, the medical men.

"I don't think there was a major or minor pharmaceutical house that wasn't watching that show," Mr. Lang continued. "Now we can say, we can do the same for you, perhaps around geriatrics, or on such a general but vital subject as pain." These are naturals for sponsorship by pharmaceutical houses. They make products to cope with these problems. Professional ethics deny them the "hard-cell" approach, so they must rely on "creating an atmosphere of interest and a certain amount of acclaim" among doctors.

As a prototype, said Mr. Lang, "Out of Darkness" had shown three things, that "we have a staff capable of producing these shows, that we can promote these shows and that we can deliver the audiences for these shows. We have proved ourselves." Concerning the next such production, due either late next Fall or early the following Spring, several sponsors are showing "quiet, definite interest."

The network also is exploring programming-in-depth in four or five other fields, Mr. Lang reported, such as the growth of the American city and the problems therein, or the nation's need for more engineers. Some of these might be integrated into existing series, "Let's Take a Trip," for example, or might comprise single "spectaculars" or their own series, all designed for institutional sponsorship.

Mr. Lang's conclusion was as much a statement of fact as the future tense allows: "Six months from now, CBS public affairs programming will be a lot more commercially successful."

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

The Show-Makers

Imogene Coca** makes her dramatic television debut in "Funny Heart" on the United States Steel Hour Wednesday, April 11, on CBS-TV. The hour is produced by the Theatre Guild under the supervision of **Theresa Helburn, Lawrence Langner** and **Armina Marshall.

◆

*"Young Andy Jackson" will be dramatized on "Du Pont Cavalcade Theatre" on Tuesday, April 10 on ABC-TV. Featured are **Billy Gray, Orley Lindgren, Fiona Hale** and **Douglas Dumbrille.***

◆

John Howard** stars in "Courage" on "TV Reader's Digest" on Monday, April 9 over ABC-TV. Featured are **Jack Dimond, John Doucette** and **Kurt Katch.

◆

***Helen Hayes, Judith Anderson, Susan Strasberg** and **Siobhan McKenna** will star in "Cradle Song," a **Maurice Evans** production on the "Hallmark Hall of Fame" Sunday, May 6 on NBC-TV. **Mildred Freed Alberg** is associate producer and **Joseph Cunneff** is production supervisor. **George Schaefer** will direct.*

◆

Victor Jory** and **Marilyn Erskine** co-star in "The Woman Who Changed Her Mind" Monday, April 16 on ABC-TV. Others in the cast are **Marshall Thompson** and **Whit Bissell. Peter Godfrey** directed the **Chester Erskine** production from a script by **Arthur E. Orloff.

◆

***Roberta Sherwood,** the song stylist, is scheduled for another appearance on "Stage Show" Saturday, April 7 on CBS-TV. Sharing the spotlight with her will be **Joey Adams, Lou Wills, Jr.** and **The Platters. Jack Philbin** is executive producer of the series and **Frank Satenstein** directs.*

***Andre H. Carbe,** production supervisor and director at **George Blake** Enterprises, has resigned his position there to take freelance assignments as a director in the television and industrial film fields. He has been named agency supervisor on the **Oral Roberts** filmed television series.*

◆

***Fredric March** and **Claire Trevor** will star in a live colorcast of **Sidney Howard's** "Dodsworth" on NBC-TV's "Producers' Showcase" on Monday, April 30. **Alex Segal** will produce and direct.*

◆

***Ethel Merman** will be the guest on the Arthur Murray Party when the variety program opens Thursday, April 5, over CBS-TV. **Irving Mansfield** is producer and **Cobey Ruskin** directs. The music will be by **Ray Carter** and his orchestra.*

◆

***Robert Herridge** will become the producer of the "Westinghouse Summer Theatre" when the "Studio One" series, CBS-TV's dramatic show, takes its annual warm-weather hiatus, it is announced by **Hubbell Robinson, Jr.,** vice-president in charge of programs.*

◆

***Cheryl Callaway, Peggy Weber, Mort Mills** and **Willis Bouchey** are featured in "The Doll Who Found a Mother," on DuPont Cavalcade Theatre Tuesday, April 3, on ABC-TV.*



HOLLYWOOD, U. S. A.:

HOLLYWOOD: Robert Alexander Productions is shopping for a leading lady to play the wife of General John Charles Fremont, the Union Army explorer-soldier, for the "Trailblazer" half-hour film series, which CBS is backing for a Fall start. ***Steve Cochran*** has already been commissioned for the star role. . . . ***Bill Downey,*** a top-notch script writer himself, will be sitting on the other side of the desk for Mark Stevens TV Company to pick story material for all of Stevens' productions. These include "Big Town," "The City," "Decision," and the forthcoming ***Alan Young*** series, "The Professor Is Young." Downey will assist ***Ray Wander*** in the company's programming department.

Guild Films is now at its new enlarged quarters at 8255 Sunset Boulevard. . . . National Telefilm Associates moved into its new quarters at 8721 Sunset Boulevard last week. . . . The three star partners of Four Star Films, Inc., are not only enjoying the prospects of a change of scenery for themselves with a trip to Europe, but will give their loyal TV audience the benefit of some intriguing foreign backgrounds for at least 10 of their future programs. Its only natural that ***David Niven*** should make his in England, ***Charles Boyer*** in France, and ***Dick Powell*** will make his in Munich, Rome and Paris.

Al Flanagan, head of programs and assistant manager of KCOP, sees a future for live shows for independent stations in this seven channel market. He's aiming to make Channel 13 the leading live TV outlet in the area, with four big-budget local talent programs primed for the initial week in April. . . . Hal Roach Studios will breathe easier by mid-May. Ground-breaking ceremonies took place last week to make room for construction of a new building and equipment to house the tabulating and accounting departments, as well as the additional studio guard staff. More room for parking too. ***Sidney Van Keuren,*** vice-president and general manager of the studios, estimates a quarter of a million dollars to be earmarked for the immediate needs, which includes special electronic equipment and the leasing of Remington-Rand's $100,000 Model 120 Univac electronic computer. . . . ***Edgar Peterson,*** beginning with the April 19 show will be producer of Climax, announces ***Alf Scalpone,*** CBS vice-president of network programs here. Also, ***Julian .Claman*** has joined CBS-TV as producer of Front Row Center.

Clampet-Toon Commercials, Inc., has been formed to produce live action, cartoon animation, and puppet animation for TV advertising spots, it is announced by ***Bob Clampett,*** president. He said it would utilize his present production facilities, and make use of many characters he has already created, with their fully-developed voices, looks and characteristics. His "Time for Beany" characters, however, are excluded. Three of his key "Beany" staff, ***Don Messick, Walter Edmiston*** and ***Bill Oberlin,*** will be stockholders and vice-presidents of the new company. ***John R. Jacobs,*** Hollywood attorney, will be business manager, and ***Chris Hayward*** sales head.

—*SAMUEL D. BERNS*

Who's Where

Last week these changes:

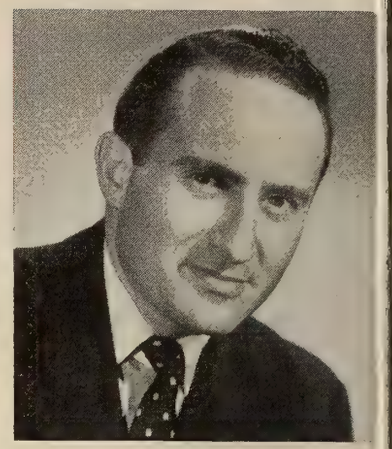
HANK WARNER has been appointed director of press information for ABC, it is announced by **MICHAEL J. FOSTER**, vice-president in charge of press information and advertising. At the same time, Mr. Foster announced the appointment of **ADOLPH (AL) SETON** as assistant director of press information, in charge of exploitation. Both appointments take effect April 9.

HENRY HUMPHREY has been named film production coordinator and **LEONARD J. OSTROW** sales manager for the Du Mont Electronicam TV-Film System, it is announced by **JAMES L. CADDIGAN**, director of the Electronicam Division of Allen B. Du Mont Laboratories, Inc. He was formerly manager of the film department of the Du Mont Television Network.

JOHN W. MALONEY has been named a sales executive of the TelePrompTer Corporation, it is announced by **HERBERT W. HOBLER**, vice-president of TelePrompTer. He has a quarter century of experience in the sales and personnel field.

FREDERICK P. LAFFEY has been appointed closed circuit program manager for the ABC-TV Network, **ROBERT F. LEWINE**, vice-president in charge of programming and talent, has announced. Until recently, Mr. Laffey was traffic and continuity supervisor at WBZ-TV, Boston.

Promotion of **GEORGE F. MILNE** to traffic coordinator for ABC has been announced by **FRANK MARX**, vice-president in charge of engineering and general services.



EDWARD L. SAXE, last week named vice-president in charge of operations for CBS Television, effective May 7, the announcement from J. L. Van Volkenburg, president. Mr. Saxe, vice-president and assistant to the president, succeeds Frank Falknor, who will retire to a consultant post.

RALPH BARON, HARVEY L. FICHTER, GERRY GIROUARD and **HOWARD STEGNER** have joined the sales staff of Television Programs of America, Inc., TV film producers-distributors, it was announced by **MICHAEL M. SILLERMAN**, executive vice-president.

ROBERT BERGMANN has joined Transfilm, Inc., New York, as production supervisor, the company announces. He was formerly head of TV and radio production at Norman, Craig and Kummel, Inc.

DONALD SAVAGE, motion picture and television executive, has announced his resignation from Guild Films Co., Inc., to become president of Theatrical Enterprises, Inc. Mr. Savage had been with Guild since 1954 as assistant to the president, **REUB KAUFMAN.**

COMMERCIALS ON THE SPOT

Continued activity on production of new commerical spots, to freshen the advertising appeals for a variety of products, include the following:

At ANIMATED PRODUCTIONS, Inc.
Coty's Lipstick (*Franklin Bruck*)
Premiere Canned Foods (*Peck Avd.*)
Canada Dry (*J. M. Mathes*)
Listerine (*Lambert & Feasley*)

At CINEGRAPHICS, Inc.
Wonder Bread & Rolls (*Ted Bates*)
Bethlehem Steel Wire & Bolts (*Direct*)
Broil Quik (*Zlowe & Co.*)
Bulova Watches (*Direct*)

At CLAYTON W. COUSENS, Inc.
Swift Ham (*McCann-Erickson*)
Camay Soap (*F. H. Hayhurst*)
Chrysler Cars (*McCann-Erickson*)
Minute Maid Frozen Foods (*Ted Bates*)

At PETER ELGAR PRODUCTIONS
Zippo Lighters (*N. W. Ayer*)
Royal Instant Pudding (*Ted Bates*)
Jergens Lotion (*Robt. W. Orr*)
Jello (*Y & R*)

At NATIONAL SCREEN SERVICE
Auto Lite Products (*Grant Adv.*)
New York Mirror (*Direct*)
Morton Pies (*Ted Bates*)
Campbell Soup Openings (*Ted Bates*)

At TED NEMETH STUDIO
Goodyear Tires (*Y & R*)
Rise Shaving Cream (*S.S.C.B.*)
Cadillac Cars (*MacManus, John and Adams*)
Elgin Watches (*Y & R*)

At SARRA, Inc.
Brading's Ale & "Cinci" Lager (*F. H. Hayhurst Co.*)
Fisher Price Toys (*Weill & Eby*)
Monsanto Chemicals (*Gardner Adv.*)

At TRANSFILM
Colgate Toothpaste (*Wm. Esty*)
U. S. Tires (*Fletcher Richards*)
RCA Victor Records (*Grey Adv.*)
Pontiac Cars (*MacManus, John*)

At UPA PICTURES
Airwick (*Craig & Krummel*)
Amoco Gas (*Joseph Katz Co.*)
Seabrook Farm Products (*Ayer*)

At UNITED WORLD FILMS
Philip Morris (*Biow, Beirn, Toigo*)
Scott Paper Napkins (*J. Walter Thompson*)
Congo (*Benton & Bowles*)
Campbell Soups (*Leo Burnett*)
DeSoto Cars (*B.B.D. & O.*)
Chesterfield (*Cunningham & Walsh*)

"IN THE EAST" it's MOVIELAB FILM LABORATORIES, INC. 619 W. 54th St. • New York 19, N. Y. • JUdson 6-0360 QUALITY is our business

Holds TV Spurring Production Efforts Of Independents

From THE DAILY Bureau

CHICAGO, April 1.—The re-release f the film slogan "movies are better han ever" and the rapid inroads with- n the film industry of popular tele- ision are combining to give indepen- lent production firms a new chance n life although it may not be a profit- ble one, salary-wise.

Had Visited Hollywood

So said Irv Kupcinet, Chicago Sun Times" columnist, after his re- ent Hollywood trip that brought bout a more thorough understanding f the TV situation and the reason for he overnight increase of independent lm producing companies.

In his Kup's column, he related the advent of television certainly has rought tremendous changes in the lm industry. But Uncle Sam's stiff ncome tax has changed the map of novie-making even more. Stars no onger want to work under contract or those filthy $5,000-a-week salaries ecause, after taxes, they hardly have nough take-home-pay left to pay for he swimming pool. The trend for the ast few years has been toward inde- endent productions, in which pro- ucers and stars combine to form their wn companies and take compara- ively small salaries and then share in hat they hope will be huge profits."

Cites Case of M-G-M

Commenting on the film situation, upcinet wrote that MGM is now pening the door to independents, a adical departure from their policy hat only recently was the hiring of op personnel. The greatest array of alent the industry ever has known nce was under MGM contract, he dded, but these stars now are de- anding—and in some instances, get- ing — a share of their film's profits nstead of those mammoth weekly hecks, at which the government looks o longingly.

However, Kup adds that the era of ne big studio is far from over, this elief attached to Dore Schary, oper- ting head of MGM and one of the ndustry's most able spokesmen.

Schary told Kupcinet "MGM will e operating for many, many years to ome, no matter what the income tax tuation is or how big television rows. We will welcome some inde- endent production on our lot but we re not going overboard on it. And, e will give some stars a percentage eal but in all our financial dealings ith talent we are quick to point out ne gamble taken on such deals.

Not Always at a Profit

"Some movies don't show a profit," chary told the columnist. "So, there re many cases when a performer ould be better off, even with taxes, work for a guaranteed salary."

Schary told Kupcinet "movies are ill the best and cheapest form of ntertainment and are here to stay regardless of any competition. The art of movie-making, as we know it here in Hollywood, will continue indefinitely."

The Chicago reporter quoted Schary as saying "we all are making better pictures and we all are working harder because of TV. I don't know when in the history of this industry we've had such a crop of high-powered films. The content of our movies today is more adult. We are tackling more mature subjects and handling those subjects in a more mature manner."

Set Minimum Wage Hearings in Boston

Special to THE DAILY

BOSTON, April 1. — A public hearing will be held in the State House next Thursday by the Minimum Wage Commission on recommendations of the Aumsement and Recreation Occupations Wage Board. The new proposal asks that no person employed in amusements and recreation occupations shall be paid less than 90 cents an hour with one exception—that of theatre ushers, who shall be paid no less than 80 cents an hour.

At present the minimum wage for ushers is 65 cents, doormen and cashiers 70 cents. But as of Sunday the wage board has ordered all industries in the Commonwealth to pay a minimum wage of 75 cents per hour with no exceptions. It is expected that a large group of exhibitors will attend next Thursday's hearing on the new proposal.

SEG and Producers At Contract Impasse

HOLLYWOOD, Apr. 1.—Contract negotiations for changes in the Screen Extras Guild minimum basic agreement has resulted in a deadlock over items, such as runaway production, wage rates, health and welfare benefits, pensions, vacations and scales for television entertainment and commercial films.

A letter sent to all SEG members concerning the deadlock, revealed that formal notice was served on members of the Association of Motion Picture Producers, the Society of Independent Motion Picture Producers and other contract signatories that the existing agreement will be terminated in 60 days unless a settlement of the disputed items is reached.

Freud Film Planned By Phoenix, Huston

HOLLYWOOD, Apr. 1. — Julian Blaustein and Daniel Taradash, through their Phoenix Corp., have joined John Huston in production of a feature based on the life of Sigmund Freud.

Blaustein will produce, Charles Kaufman will write the screenplay and Huston will direct Hanns Sachs story, "Freud, Master and Friend."

No release has been set.

Cashiers Will Benefit From Fox Film Outline

Capsule outlines of each 20th Century-Fox film attraction will be featured in all company pressbooks starting next month as a special exhibitor service designed to aid theatre cashiers and other personnel answering phone and at-theatre program inquiries.

Starting with the campaign manual on "Hilda Crane," which is due for April release, the feature will be carried in each book's exploitation section for easy clipping and handy use advance and current with playdates of Fox releases.

25-30 Club Honors Muller and McGuire

Plaques honoring Charles Muller, director of projection at the Radio City Music Hall in New York, and Percy A. McGuire, former advertising manager of Simplex and the International Projector Corp. have been awarded by the 25-30 Club for their contributions to the industry and to the fraternal and social organizations.

In the citation, Muller was honored for his "unequaled technical contributions to his profession" and for "his unselfish attitude" that has "earned for him a position of eternal trust and humility from his friends and associates."

McGuire Now Retired

McGuire, now in retirement, was honored for "his preaching the doctrine of good projection." The club noted that his efforts were devoted to "keep the industry better projection minded" and that he originated the phrase "better projection pays."

Club-member Allen Smith presented the plaques during informal ceremonies held at their respective homes.

Todd-AO, Philips Still Negotiating

Negotiations on the distribution of Todd-AO equipment abroad, under way between the Todd-AO Co. and the Philips Co. of Holland, are expected to be completed in about a month, it was stated here at the weekend by a Todd-AO official.

He denied a published report in MOTION PICTURE DAILY that the deal had been consummated, calling the report premature. The Todd-AO official said that some points still have to be cleared up before the deal between the two companies will be consummated.

Maurice Mitchell, 65

BIRMINGHAM, April 1.—Funeral services were held here for Maurice Mitchell, 65-year-old sales representative for 20th Century-Fox, who died here of a heart attack while in the offices of Paul Engler of Engler Theatres of Alabama. Mitchell headquartered in Atlanta.

TENT TALK

Variety Club News

SARASOTA, Fla.—General Manager Joe Cronin and Manager Mike Higgins announce that the entire Boston Red Sox squad will attend the Great Heart Award dinner honoring His Excellency, Archbishop Richard J. Cushing of Boston. The affair will take place at Hotel Statler, Boston, the evening of May 26. The Great Heart Awards is presented annually by the Variety Club of New England, co-sponsors of the Jimmy Fund with the Boston Red Sox, to the individual who has done the greatest amount of good for the greatest number of people.

△

On May 9, Pat Brady, chief barker of the Variety Club of Ireland, will arrive to attend the 20th annual Variety Convention at the Waldorf-Astoria. Not only is this the first time that an Irish delegation will have attended a Variety convention, but what's more, Pat will make it a memorable event by presenting each chief barker with an "Irish Poplin Tie," on which will be inscribed the heart of Variety as a decoration.

△

NEW ORLEANS. — The Variety Club of New Orleans, Tent No. 45, staged an informal open house gathering to display and to open their new quarters at 920 Gravier St. Practically all of the members, wives, friends, and many persons in film, newspaper, radio, TV and other amusement fields were in attendance. With the exception of the dining room furniture, the quarters are completed.

Regent Here Sold; To Convert to Studio

The sale of the Regent Theatre on Third Ave. in New York by the Playhouse Operating Co., Inc., to film producer Nicholas Farkas has been announced by Berk and Krumgold, theatrical real estate specialists, in conjunction with O'Gara & Co.

Farkas immediately announced plans to convert the property into a studio for the production of films for both theatre and TV use.

The Playhouse Operating firm, which operates a circuit of theatres in the metropolitan New York area, has managed the theatre for many years.

Du M. to Show Color-TV

Allen B. Du Mont Laboratories will place emphasis on color television in its exhibit at the 34th annual convention of the National Association of Radio and Television Broadcasters in Chicago, April 15-19. DuMont will put on display its Vitascan live color pick-up system and its color multiscanner.



After the theater, get aboard

"The Starlight Nonstop"

. . . fastest and only DC-7 overnight service, New York to Los Angeles

You've just left Broadway's after-theater crowds. Now it's 12:30 a.m., and you lean back in the reclining seat of your DC-7 Mainliner®. Shortly after you are airborne, your stewardess will offer a "nightcap" highball, serve a delicious hot after-theater supper. Later, if you like, warm "go-to-sleep" bouillon or cocoa. As you speed westward in the world's fastest airliner, sleep overtakes you. You'll awaken, rested, enjoy an appetizing breakfast before your 6:15 a.m. Los Angeles arrival. Behind you, a wonderful trip. Ahead, the whole day is yours.

UNITED AIR LINES

For reservations, call MUrray Hill 2-7300; in Newark, call MArket 4-1500
or write United or an authorized travel agent

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 64 NEW YORK, U. S. A., TUESDAY, APRIL 3, 1956 TEN CENTS

Strong Attractions

Easter Holiday Business Tops 1955 in N.Y.

Broadway Grosses Match Those of Out-of-Town

By MURRAY HOROWITZ

The advent of the Easter holiday, coupled with many strong attractions, sent business spiralling along Broadway here. Among those films doing outstanding business were "Alexander the Great," "The Conqueror," "Serenade," and "Carousel."

The business along Broadway was reflected in many sections of the country, as well as neighborhood situations in New York, according to a

(*Continued on page* 5)

Sees Hope for Tax Repeal

Optimism over the prospects of a successful tax repeal campaign was expressed here yesterday by Sam Pinanski, co-chairman of the Council of Motion Picture Organizations, who recently returned from a few days in Washington.



Samuel Pinanski

"I am more confident than ever that we can obtain tax relief at this session of Congress," Pinanski said, "but we shall have to work for it. By that I mean that theatre men at the

(*Continued on page* 4)

'Alexander' Weekend Grosses: $297,000

United Artists' "Alexander The Great" rolled up a gross of $297,000 over the weekend in its first 20 engagements around the country, it was announced yesterday by William J.

(*Continued on page* 5)

Regarded as Important to Jurisdiction

NLRB Upholds Trial Examiner's Decision in Oregon Labor Case

By J. A. OTTEN

WASHINGTON, April 2.—The National Labor Relations Board indicated strongly today that it would not take jurisdiction in cases involving a chain of film theatres whose annual gross income was less than $10,000,000. In an important action, the NLRB upheld a trial examiner's decision dismissing a labor case involving the Hollywood Theatre in Portland, Ore.

The trial examiner had held that the theatre's labor policies were set by Evergreen State Amusement Corp., rather than by National Theatres, Evergreen's parents. This means, he said, that the case does not involve a chain with gross sales of more than $10,000,000 a year, and so does not come within the board's jurisdiction. He said that if National had set the policy, as contended by the NLRB general counsel, the board's jurisdic-

(*Continued on page* 5)

Fox Division Heads To Meet on Coast

An important meeting of 20th Century-Fox domestic and Canadian division managers has been called by general sales manager Alex Harrison to be held in Los Angeles on Thursday and Friday to formulate plans for the merchandising of releases through the end of the year.

President Spyros P. Skouras, vice-presidents Charles Einfeld and W. C. Gehring and Eastern sales manager C. Glenn Norris will fly to Hollywood later in the week, joining field sales heads at the parleys covering the handling of an amplified line-up

(*Continued on page* 4)

Insiders Buy Heavily Of Trans-Lux Stock

From THE DAILY Bureau

WASHINGTON, April 2. — Stock trading by insiders of Trans-Lux Corp. was heavy in February, according to the monthly summary published by the Securities and Exchange Commission. The report, covering the period from Feb. 11 to March 10, covers

(*Continued on page* 5)

Universal Chicago Sales Meet April 19

Universal Pictures will hold a three-day mid-year sales executives conference of its home office sales cabinet and district sales managers at the Hotel Drake in Chicago, on April 19-21 with Charles J. Feldman, vice-president and general sales manager presiding.

Highlighting the agenda will be the formulation of the company's releasing plans for the Summer and Fall, including special plans being devel-

(*Continued on page* 4)

O'Shea and Skouras Sign Deal

RKO to Handle 'Oklahoma!' In CinemaScope Overseas

RKO Radio Pictures will distribute Rodgers & Hammerstein's motion picture production of "Oklahoma!" in CinemaScope throughout the world outside of the United States and Canada, it was jointly announced here yesterday by Daniel T. O'Shea, president of RKO Radio, and George P. Skouras, president of Magna Theatre Corp.

Skouras, following the conclusion of the distribution agreement, left here for Europe to investigate the possibilities of opening the Todd-AO production there. It was not disclosed when RKO Radio would begin the foreign distribution of "Oklahoma!". Magna Theatre Corp. will handle the foreign distribution of the Todd-AO version of the film, it is understood.

O'Shea said that RKO is "very interested" in and is considering the early production of certain important

(*Continued on page* 6)

Meet Here Today

SBC Seeking Information on Pre-releases

Other Topics Will Be Discussed With Schimel

From THE DAILY Bureau

WASHINGTON, April 2.—Distributor representatives, meeting tomorrow with lawyers for the Senate Small Business subcommittee which has been looking into exhibitor-distributors problems, will be asked, among other things, what they think they can do about pre-release practices.

According to Jack Flynn, subcommittee counsel, this will be one of the areas in which distributors will be asked to give testimony when they take the stand before the subcommit-

(*Continued on page* 4)

Popeye to AA For Television

Allied Artists' television subsidiary, Interstate Television Corp., is expected to consummate negotiations with Hearst's King Features for the acquisition of over 170 "Popeye" cartoons for $3,000,000 by the end of this week, according to an Interstate TV official.

The transaction, which was negotiated by G. Ralph Branton, Interstate president and AA vice-president, is said to run for "a number of years" during which Interstate would sell the Paramount-produced cartoons to indepenent and network TV outlets in packages.

Col. in Three-Film Deal With Schneer

From THE DAILY Bureau

HOLLYWOOD, April 2.—Columbia Pictures has completed an agreement with Morningside Productions, of which Charles Schneer is president and producer, for three feature films, it was announced by Harry Cohn, president.

The first of the three, as yet untitled, will be in the category of such

(*Continued on page* 4)

PERSONAL MENTION

ED MOREY and MOREY R. GOLDSTEIN, Allied Artists vice-presidents; L. E. GOLDHAMMER, Eastern division sales head, and ARTHUR GREENBLATT, home office sales executive, will leave here today for Chicago.

•

AL ROSENBERG, head of Warner Brothers home office contract department, became a grandfather with the birth of a girl to his daughter-in-law, MRS. HAROLD ROSENBERG, at Newton, Mass.

•

EUGENE PICKER, vice-president of Loew's Theatres, and MRS. PICKER have announced the engagement of their daughter, JEAN, to PAUL B. FIRSTENBERG of New York.

•

CHARLES ROSMARIN, RKO Radio European general sales manager, will arrive in New York by plane tomorrow from Paris.

•

FRED R. GREENWAY, manager of Loew's Palace Theatre, Hartford, has returned to his duties there following a lengthy illness.

•

ABE GOODMAN, 20th Century-Fox advertising director, has returned to New York from Florida.

•

HERBERT WILCOX will return to England today from New York via B.O.A.C.

•

HOWARD LESIEUR, Columbia Pictures director of advertising-publicity, has left here for a two-week vacation.

•

CHRISTOPHER MANN, British theatrical agent, is scheduled to arrive here today from London via B.O.A.C.

•

MARGARET ETTINGER, president of the Ettinger Co., has arrived in New York from Hollywood.

•

ZOLTAN KORDA, producer, will arrive in New York today from England aboard the "Queen Elizabeth."

•

ROBERT JUPPE, publicist, is the father of a son born to MRS. JUPPE at Hackensack (N. J.) Hospital.

•

EDMUND GRAINGER has arrived in Denver from the Coast.

Columbia Dividend

Columbia Pictures' board of directors at a meeting held yesterday declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on May 15 to stockholders of record May 1.

Could Be Another Distribution Plot

Special to THE DAILY

MINNEAPOLIS, April 2.—Benjamin Berger, president of North Central Allied, just back from Washington where he helped tell the Senate Small Business subcommittee how bad things are for exhibitors, admits that they're no better for some sports promoters.

Berger, who also is president of the Minneapolis Lakers of the National Basketball Ass'n., said his club lost about $80,000 during the last two seasons. But the club won't be sold, he said, adding he hopes for improvement next year.

'Crime in the Streets' Premiere at Victoria

Morey R. Goldstein, Allied Artists' vice-president and general sales manager yesterday announced that Vincent M. Fennelly's "Crime in the Streets" will have its world premiere engagement in May at the Victoria Theatre in New York.

The deal was consummated by Goldstein and Max Fellerman, vice-president of Lopert Films, operators of the Victoria for City Investment Co.

Allied Artists' recently-announced production expansion program includes such properties as William Wyler's "Friendly Persuasion," starring Gary Cooper and Dorothy McGuire, which is now being edited for release later this year; "Ariane," to be produced and directed abroad by Billy Wilder with Cooper and Audrey Hepburn in the starring roles; "Typee," which John Huston will produce, direct and write and which will go before the cameras in Tahiti in July, and "Notre Dame of Paris," starring Anthony Quinn and Gina Lollobrigida, which will start production in France next month.

Weitman to Arrange Cinema Lodge Fete

Robert M. Weitman, vice-president in charge of program development for CBS Television, has been appointed chairman of the "Presidents' Luncheon" of Cinema Lodge of B'nai B'rith to be held at the Hotel Sheraton Astor on April 24.

The luncheon will serve to honor retiring president Max E. Youngstein, vice-president of United Artists, and to welcome newly-elected president Robert K. Shapiro, managing director of the New York Paramount Theatre. Cinema Lodge's newly-elected officers for the coming year will be installed at the luncheon at which Cinema Lodge members, their wives and guests will be joined by industry leaders of all faiths.

18 Theatres Bought By Canada Circuit

OTTAWA, April 2.—Eighteen theatres have been acquired by the new Regional Theatres Circuit, a subsidiary formed by Odeon Theatres., from the National Theatre Services, Ltd.

Purchased were the Roxy, Acton; Roxy, Burlington; Roxy, Cornwall; Roxy, Cooksville; Roxy, Dundas; Roxy, Georgetown; Biltmore, Kingston; Roxy, Midland; the Drive-in, Midland; the Drive-in, Oakville; Biltomore, Oshawa; Elmdale and Century, Ottawa; Century and Roxy, Owen Sound; Roxy, West Hill, and Roxy, Woodbridge.

Ten Odeon theatres transferred to the new subsidiary were the Royal, Aurora; the Drive-in, Odeon and Roxy, Brampton; Windsor, Hamilton; Roxy, Newmarket; Century and Gregory, Oakville; Odeon, Sturgeon Falls, and the Paradise, Toronto.

UPA to Establish British Subsidiary

HOLLYWOOD, April 2.—Stephen Bosustow, president of UPA Pictures, Inc., and Ernest Scanlon, vice-president and treasurer, will leave Hollywood tomorrow for New York en route to London and to attend the Cannes Film Festival. While in England, they will establish offices in London, and will select a managing director for UPA, Ltd., a branch of UPA.

Major activities of UPA, Ltd., will be the handling of sales and distribution of UPA television production activities in England and on the continent, and ultimately, to establish an animated film cartoon studio in London to produce television, documentary and educational film short subjects.

SCTOA to Elect Officers Next Month

Southern California Theatre Owners Association will hold its annual election of officers in May in Los Angeles, Harry C. Arthur, president, disclosed here yesterday.

Arthur said that his trip to New York from the Coast is to discuss the possible presentation of the Todd-AO production of "Oklahoma!" in the Missouri Theatre, in St. Louis. He said that he had a conference with George P. Skouras, president of Magna Theatre Corp., yesterday concerning a deal.

Fox Branch Moves

Twentieth Century-Fox's Pittsburgh exchange will move to new quarters effective April 16. The new address is 1723-25 Boulevard of the Allies. Nat Rosen is branch manager.

Wilkinson, Levy and Jacocks Reelected By Connecticut T.O.

Special to THE DAILY

NEW HAVEN, April 2. — Georg H. Wilkinson, Jr., of Wallingfor was reelected president of the Motio Picture Theatres Owners of Con at the annual election meeting hel here.

Others returned to office for a other term were Irving C. Jacock Jr., as treasurer and Herman M Levy, general counsel for the Theatr Owners of America, as executive secretary.

13 Named to Board

Named to the board of directo were James M. Darby, manager New Haven's Paramount Theatr John Perakos, of New Britain; Michael Alperin, of Southington; Lo Brown, director of advertising an publicity for Loew's-Poli New En land Theatres; Harry Feinstein, ma ager of Stanley-Warner Theatres; E. Hoffman, of the B & Q chai Arthur H. Lockwood, of Winste Albert M. Pickus, of Stratford; San uel Rosen; Harry F. Shaw, New En land divisional chief for Loew Poli; Sam Weiss, of Stamford; W kinson and Irwin Wheeler of Ne Canaan.

NEW YORK THEATRE
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A Warner Bros. Picture
and The Music Hall's Great Easter Show

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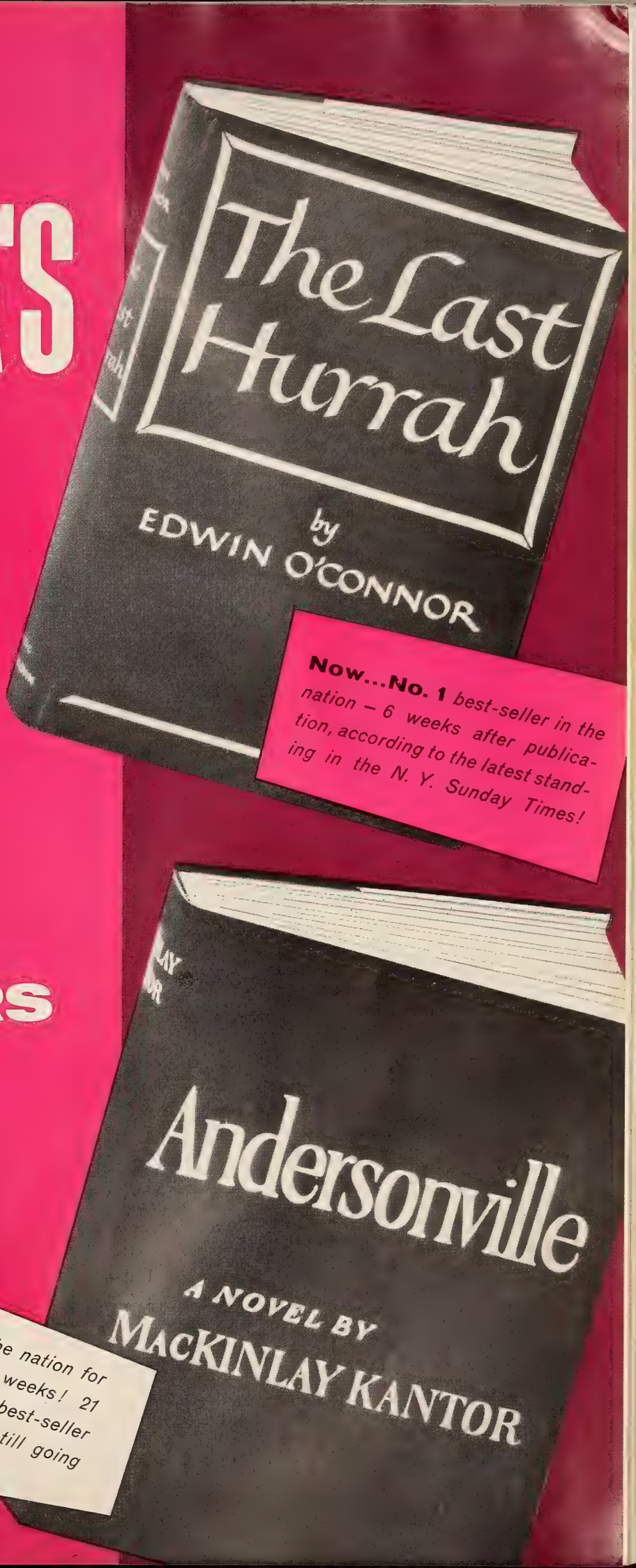
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COLUMBIA'S

GOT THE TWO TOP BEST-SELLERS IN THE NATION!





Now...No. 1 best-seller in the nation – 6 weeks after publication, according to the latest standing in the N. Y. Sunday Times!

No. 1 in the nation for weeks and weeks! 21 weeks on the best-seller lists . . . and still going strong!

SSBC Meet

(*Continued from page* 1)

tee sometime after Congress returns from its Easter recess.

Flynn and sub-committee counsel Charles Noone will also ask distributors to be prepared to describe the way they think an industry arbitration system should be handled. Other topics on which Flynn and Noone will seek information will be film rentals, film shortages and the effect on the industry of varying millimeter sizes in which pictures will be produced.

Will Seek General Information

In general, Flynn said, the distributors will be asked to supply any information which would be helpful to the Senators serving on the subcommittee. Flynn and Noone will also want to get an idea of how much time the distributors will want to take on the stand.

The meeting is scheduled to take place sometime tomorrow morning in the offices of Adolph Schimel, general counsel for Universal Pictures. It is expected that a number of other distribution company representatives will attend the meeting.

Columbia-Schneer

(*Continued from page* 1)

"special effects" features as "It Came From Beneath the Sea" and "Earth vs. the Flying Saucers," both produced by Schneer for the Sam Katzman unit at Columbia.

A previous distribution deal made by Schneer with RKO has been cancelled by mutual agreement, RKO production chief William Dozier having agreed to release the producer so that he might continue his relationship with Columbia, where he has been associated since 1939.

George Hollander, 65

OMAHA, April 2.—A heart attack proved fatal to George Hollander, 65, for 25 years in show business in Omaha. He was manager of the Town Theatre here for more than a decade. Survivors include his wife, son, two sisters and a brother.

Devote Mass Tomorrow

HOLLYWOOD, April 2.—Requiem Mass will be held Wednesday morning at Blessed Sacrament Church for Dave Devote, assistant manager of the RKO Pathe studio, who died on Sunday of a heart attack.

MITCHELL MAY, Jr. CO., INC.
INSURANCE
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Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Says It Would Ease Shortage

Production by Divorced Circuits Vital to the Industry: Livingston

The one major problem confronting all exhibition is that of the "shortage of product" and the only way to get more product is through the "divorced circuits," Robert R. Livingston, secretary of the Theatre Owners of America, declares.

Livingston will speak at the annual convention of the Independent Theatre Owners of Arkansas at the Velda Rose Motel in Hot Springs, Ark., today, and copies of his comments were released yesterday at TOA headquarters here.

'They Have the Means'

The sole method by which theatres around the nation could secure more product is by having "divorced circuits" engage in production, "as they have the means and they also have the need," Livingston states. "More product! Yes! We need more product, and we also need more good product. Remember, at one time your patron came to the theatre to enjoy the air conditioning and the easy chairs, as well as the movies. Today, he has all that at home. So we have to have more and better product—no matter how—to entice him back into the theatre," the TOA secretary asserts.

Livingston also cites the goals of TOA as expressed by TOA president Myron N. Blank in his address. "The strength of your national association is deeply rooted only through the strength displayed in its local units," he said, adding that a "healthy, vigorous state or regional organizations is necessary because only through unity can we survive."

Calls for New Ideas

The TOA executive also comments on the subject of new ideas and new approaches in boosting theatre attendance. "The real test is here, and there is more to come—separating the boys from the men in this thing we call show business," he said.

FCC Compiles Data At Request of SSBC

WASHINGTON, April 2. — The Federal Communications Commission has agreed to compile information on the extent to which motion picture producers and distributors hold interests in television stations, according to Jack Flynn, counsel to the Senate Small Business subcommittee now looking into distributor-exhibitor problems.

Subcommittee chairman Humphrey (D., Minn.) suggested at the final day of exhibitor testimony before the committee, that it might be instructive to look into the extent to which companies in the entertainment field —including motion picture producers and distributors—held interests in the television field.

Flynn said he had asked the FCC to make such a compilation and that the FCC said it would do so and would send the result on to the subcommittee.

Fox Meet

(*Continued from page* 1)

of 34 CinemaScope productions budgeted at 100 million dollars.

Studio executives headed by Buddy Adler are expected to attend the parleys to describe the roster of upcoming CinemaScope and CinemaScope 55 attractions which the distribution organization will be handling in the coming months.

Division Heads Expected

Division managers to attend the parleys are Herman Wobber, Western; Harry Ballance, Southern; Martin Moskowitz, Atlantic; T. O. McCleaster, Central; Al Levy, Northeast; M. A. Levy, Mid-west; Peter Myers, Canadian; Paul S. Wilson, South-east district; Mark Sheridan, Jr., South-west district; and Reville Kniffen, assistant Western division manager.

Arthur Silverstone, assistant general sales manager, is convalescing from minor surgery and will not attend the meeting.

Ala.-Ga. Exhibitors Convene May 27

ATLANTA, April 2.—All phases of concessions will be covered in a three-day joint convention of the Alabama Theatres Association and the Motion Picture Theatre Owners and operators of Georgia which opens here May 27 on the theme, "Gold mining in your concession stand."

Equipment dealers will erect model concession stands during the meeting which will also include individual clinics and counselling for exhibitors of all southern states.

Presiding over the sessions will be J. H. Thompson, president of the Georgia unit, and R. M. Kennedy, president of ATO.

Barnes to Keep Post Until Successor Set

WASHINGTON, April 2. — Anti-trust chief Stanley N. Barnes will remain as head of the Justice Department's Anti-Trust Division until Congress quits this summer, unless a suitable replacement has been found for him before that.

Barnes has already been confirmed by the Senate for a job as a member of the Ninth Circuit Court of Appeals. However, it was learned, Barnes will not be sworn in to his new post until a good replacement is found for his anti-trust spot or until Congress quits, whichever comes first.

Tax Repeal

(*Continued from page* 1)

grassroots level must keep after their Congressmen and Senators until the lawmakers realize that tax relief is absolutely necessary immediately if this great industry is to continue in existence. The Easter Congressional recess gives an excellent opportunity for this work.

Sees Attitude as Friendly

"I honestly believe our greatest roadblock could be our own failure to press our campaign with Senators and Congressmen.

"While in Washington I talked with several leaders and I was enormously encouraged by the friendly attitude which they showed toward our industry and its problems. At the same time I was given information that indicated we were completely justified in our original belief that this year was the time to seek tax relief. I cannot be too emphatic in stating that our prospects are excellent.

"For a long time I was alone, or practically alone, in my efforts to get a tax campaign under way this year. Thanks, however, to the magnificent work done by Bob O'Donnell and his tax committee, as well as by Bob Coyne and the COMPO staff, my early appeals to exhibitors to seek further tax relief are now bearing fruit.

Optimistic Regarding Result

"There is a great deal going on in Washington that does not get into the newspapers. As a consequence, some people in our industry do not realize the possibilities for tax relief that can be developed if we only work hard enough. I want to tell my friends in the industry that if we can roll up good solid support in both Houses of Congress we will have an excellent chance of success in this session, in my opinion.

"In view of the conditions that I know exist in Washington, I want to say that anybody in this industry who fails to push this campaign is doing himself and his family a disservice he will always regret."

Universal Meeting

(*Continued from page* 1)

oped for the handling of "Toy Tiger" and "Away All Boats."

Alfred E. Daff, executive vice-president of Universal, who will be en-route from Hollywood to New York, will attend the opening day sessions.

Home Office Officials to Attend

The home office executives participating besides Feldman will be Ray Moon, assistant general sales manager; P. T. Dana, Eastern sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Irving Sochin, short subjects sales manager; Harry Fellerman, sales head of the U-I special films division and district managers James V. Frew, Atlanta; P. F. Rosian, Cleveland; Joseph Gins, Boston; Manie M. Gottlieb, Chicago; Lester Zucker, Kansas City; Barney Rose, San Francisco, and Henry H. Martin, Dallas.

NLRB Ruling

(*Continued from page* 1)

on would then have been asserted.

Exceptions were filed to the exam-ner's decision, which was then rought before the full NLRB board. he board announced today that it ad upheld the examiner's decision, vith two members dissenting.

Florida Case a Precedent

The examiner, William E. Spencer, ited as support for his ruling a lit-le-noted NLRB decision in a case last all involving Florida State Theatres, nc. In that case, the board refused urisdiction over a group of Florida heatres, even though the theatres vere owned by corporations which in urn were wholly-owned subsidiaries f American Broadcasting-Paramount heatres, which does far more than 10,000,000 business a year. The oard then held that the theatres were nanaged locally and there was no operational integration" between the peration of local theatres and the peration of the parent corporation.

The Florida and Oregon cases are mportant because the board is still vorking out exactly how it will apply ew standards for taking jurisdiction n the retail and service fields. The oard sometime ago said it would not ake jurisdiction over a multi-state hain of retail and service stores un-ess the entire chain grosses over $10,-00,000. Theatres are apparently to e considered as falling in this cate-gory.

In the Oregon case, an individual iled unfair labor practice charges gainst Local 159 of the International lliance of Theatre Stage Employees, n connection with employment at the Hollywood Theatre. The general ounsel argued that the board should ake jurisdiction, because National heatres had more than $10,000,000 year business.

Sees Evergreen in Control

The trial examiner said the Holly-wood Theatre was operated as an in-egral part of a chain of theatres op-erated by Evergreen and its subsidi-uries, and that personnel and labor olicies were set locally; he said there was no evidence showing that theatres n the Evergreen chain had been inte-grated for operational purposes with any other chain owned by National. Since the theatres in the Evergreen hain do not gross $10,000,000 a year, he examiner dismissed the proceed-ings.

Hospital to Release Wanger at Weekend

HOLLYWOOD, April 2. — Walter Wanger's condition continues to im-prove and his physician, Dr. Clarence Agress, plans to have him leave the Cedars of Lebanon Hospital this weekend for two additional weeks of rest at his home before returning to his headquarters at the RKO Studio.

A mild heart attack suffered by the producer last Monday is not expected to affect his plans to start his first RKO film, "Underdog," on May 28.

Easter Grosses Top 1955

(*Continued from page* 1)

survey of major circuits. American Broadcasting - Paramount Theatres, which has affiliate circuits throughout the country, reported that the past weekend was better than the Easter weekend a year ago.

Along the Main Stem here, a very sturdy $195,000 is forecast for the second week of "Serenade" at Radio City Music Hall, which also features its traditional Easter stage show.

A robust $100,000 is expected for the first week of "Alexander the Great" at the Capitol. "The Conqueror" at the Criterion is expected to break the house's first week record, with $70,000 predicted for the first seven days.

At the Roxy, which also features an ice show, a very big $107,000 is due for the seventh week of "Carousel." "Miracle in the Rain" at Loew's State is slated to hit a swell $52,000 for its first week. At the Paramount, a very nice $42,000 is projected for the second week of "Anything Goes."

'Las Vegas' Strong

"Meet Me in Las Vegas" at the Astor is forecast for a fine $35,000 for its third week, while a very good $20,000 is indicated for the 16th week of "Man with the Golden Arm" at the Victoria. "Cinerama Holiday" at the Warner still is doing land office business with $44,000 seen for its 60th week. "Oklahoma" is doing nicely at the Rivoli, with $30,000 indicated.

The first week of "On the Threshold of Space" is expected to do a lively $23,000, with a satisfactory $18,000 due for the first week of "Patterns" at the Mayfair.

Among off - Broadway first - run houses, a very big $15,500 for "Richard III" at the Bijou is seen for its third week. At the Trans-Lux 52nd Street, a pretty good $8,000 for the fifth week of "Doctor at Sea" is predicted.

The Loew's circuit, both in New York and out-of-town, reported business very good. Similar reports were received from spokesmen for RKO Theatres and Stanley Warner. A Trans-Lux spokesman said that while business at the weekend was good, it did not come up to expectations. Most circuit officials declined to compare this year's Easter weekend business with last, stating that Easter fell earlier this year as one reason.

The upswing, marking the end of the traditional dull Lent season at the box-office, is expected to continue through the week, with schools closed.

'Flannel Suit' in 8 Cities Clicking in Opening Dates

Darryl F. Zanuck's "The Man in the Gray Flannel Suit," opening Thursday at the Fox Theatre, Detroit, and in seven other key cities on Friday, registered new weekend earnings and towering Easter week grosses are indicated, Fox reported.

In four days at the Fox, Detroit, "The Man in the Gray Flannel Suit" notched $19,639. A three-day mark of $11,595 is reported at the Harris, Pittsburgh.

Historical Films Creating Balt. Box-Office Records

BALTIMORE, April 2.—Historical films are currently creating box-office records here as the Easter Week attendance boom goes into full swing. "The Conqueror" is breaking all-time records at the Mayfair Theatre while "Alexander The Great" at the New Theatre is tripling grosses of "A Man Called Peter," which was the 1951 record-breaker.

"Carousel" has been a strong attraction at the Century Theatre where it is showing its fourth week. "Anything Goes" at the Stanley Theatre has failed to match "East of Eden" which was the attraction there a year ago. "Pacific" and "I'll Cry Tomorrow" have been held-over at the Hippodrome and Town Theatres, respectively.

'Alexander'

(*Continued from page* 1)

Heineman, United Artists vice-president in chage of distribution.

Spearheaded by an all-time UA four-day high of $65,270 at the Capitol Theatre on Broadway, the Robert Rossen production is setting both UA and house records from coast to coast, Heineman said.

Other precedent-shattering premiere engagements include: $23,000 in three days at Loew's Capitol in Washington; $18,800 in three days at Loews' Buffalo; $19,900 in four days at the Fox Wilshire in Los Angeles; $19,200 in four days at the United Artists Theatre in San Francisco; $15,500 in four days at the Paramount in Denver; $16,400 in four days at the New in Baltimore; $16,-300 in three days at Loew's State in St. Louis and $15,100 in three days at Loew's Stillman in Cleveland.

Among other record grosses compiled by "Alexander," Heineman said, are $12,300 in three days at Loew's State in Houston; $9,900 in three days at Loew's Grand in Atlanta; $11,400 in three days at the Majestic in Dallas and $31,000 in five days at the Miami, Coral Gables and Miami Beach in the Miami area.

McWilliams Resigns Ad Post with Magna

Harry K. McWilliams has resigned as assistant director of advertising, publicity and exploitation for Magna Theatre Corp., which is handling the distribution of "Oklahoma." No replacement has been designated as yet, according to Nicholas John Matsoukas, Magna's director of advertising, publicity and exploitation.

McWilliams now is associated with Reemack Enterprise, Inc., producer of "The Original Amateur Hour."

PEOPLE

George Murphy, Loew's goodwill ambassador, will be master of ceremonies at an April 9 testimonial dinner at the Carter Hotel in Cleveland to honor **Ward Marsh** on his 40th anniversary as motion picture critic of the "Cleveland Plain Dealer." Among those planning to attend are **Ernest Emerling** of Loew's, **Jerry Wald** of Columbia and **Morie Krushen** of United Artists.

¤

Herman Busch, associated with RKO in Chicago as a projectionist, has retired after 38 years of service.

¤

Arthur W. Weil Jr., formerly a senior account executive with Foote, Cone & Belding, has joined the staff of Donahue & Coe, Inc., N. Y. advertising agency.

¤

Craig Lawrence, director of station administration at CBS in New York, has been appointed vice-president in charge of CBS Television-owned stations. In addition, Lawrence will direct CBS TV spot sales.

¤

Jack Whitehead, formerly of England, has joined the newly formed Fred A. Niles Productions, Inc., Chicago, as director of photography and head cameraman.

Trans-Lux Stock

(*Continued from page* 1)

stock transactions by company officers and directors.

At Trans-Lux, Harry Brandt bought 700 shares in his own name and 600 for the Harry Brandt Foundation in February. He also bought 2600 shares in December. In his own name Brandt now holds 128,515 shares. His wife holds 17,700 shares. In a holding company he has 200 shares. The Harry Brandt Foundation lists a total holding of 800 shares.

Other purchases at Trans-Lux in February were: Jay Emmanuel, 1000 shares, total 12,000 shares; Albert D. Erickson, 1000, total 2,600; Percival E. Furber, 5,010, total 7,810; Aquila C. Giles, 1000, total 2000; Jacob Starr, 300 in February, 2000 in January, total 31,000.

Purchases by Arthur Loew

At Loew's Arthur M. Loew bought 1000 shares in February. At Republic Pictures, Douglas T. Yates bought 125 shares in December, giving him a total of 3,130.

Allied Artists purchases reported for the month of January included: Alfred Crown, 5000, total 5000; Maurice R. Goldstein, 6000, total 8,100; Andrew B. MacDonald, 1000, total 1000; Martin E. Mirisch, 3000, total 3000; Edward Morey, 6000, total 7650; Norton V. Ritchey 6000, total 9249; Sam Wolf, 5000, total 5,150.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

FOR drive-in theatres with a throw requiring a focal length beyond 7 inches, the Projection Optics Company, Inc., Rochester, N. Y., has developed an adapter for its "Hilux-Val" variable anamorphic attachment. With it, the attachment is reversed and can be so applied with any standard projection lens. It then becomes a fixed anamorphic lens.

•



Walter Futter - Vidoscope, New York, has announced a new series of projection lenses: the Vidoscope-Angenieux series 86 f/1.4, in focal lengths from 4 to 7 inches (in steps of 0.2-in.). In addition, Vidoscope Super Prominar wide-angle lenses in 2.5-in. and 3.0-in. focal lengths, with speeds of f/1.4 are now available. These sizes will be augmented in ¼-in. steps as the company's optical plants complete their development. Futter calls special attention to the adjustable focus setting on each of the Vidoscope Series 86 lenses. It is said this simplifies exact matching of picture size to screen width. The new line (one lens of which is pictured) is a product of the famed optical designer, Pierre Angenieux of France.

•

Redstone Drive-In Theatres, Boston circuit, will install the latest RCA projection and sound equipment in six of its outdoor operations in time for the new season, according to an announcement by Michael Redstone, president of the circuit.

•

D. W. Onan & Sons, Inc., Minneapolis, has announced a new 7500-watt, a. c., air-cooled, gasoline-powered electric generating plant. The new unit has been patterned after the company's "CW" series which has been available in 5- and 10-kilowatt capacities since 1952. It features the company's "Vacu-Flo" cooling system. The latter employs a powerful centrifugal blower that pulls cooling air through the generator and over the heated engine parts and then expels the heated air through a duct to the outside.

RKO to Handle 'Oklahoma'

(*Continued from page 1*)

picture properties in the Todd-AO system to be exhibited on a roadshow policy.

Skouras, in expressing his confidence in the concluded agreement between RKO and Magna, stated: "For many years RKO has been a vital force in the progress of the motion picture industry here and abroad. I feel that the new leadership under Dan O'Shea provides the strength and imagination necessary to the RKO organization to fulfill completely the expectations of such a great production as Rodgers & Hammerstein's "Oklahoma!".

O'Shea further added that "Oklahoma!" is "more than a motion picture . . . it is basic Americana. Its anticipated success abroad will not only bring to the people of the world the greatest entertainment ever exported, but will afford an opportunity to the world's motion picture audiences to enhance their understanding of our people's attributes."

Chi. Airport Drive-in Is 'Peril to Aviation'

CHICAGO, April 2.—City officials have estimated it will cost taxpayers some $400,000 to purchase and raze a drive-in theatre and screen near O'Hare Field that has been declared a peril to aviation.

The theatre, owned by Sam Shiner and Michael Reese, is expected to be operating in late May. According to city officials, the theatre screen, which measures 55 feet high and 100 feet wide, lines up dangerously close to the present two runways at the field. They report a third runway to be built at a later date would virtually bring the aircraft over the middle of the theatre.

A meeting between city officials, airline authorities and the theatre owners has been scheduled to discuss methods of settling the dispute over the 40-acre site. Shiner and Reese maintained they proceeded with plans for the drive-in after the airport planning commission office notified them that no use of the land adjoining the field was planned for some 10 to 15 years.

Disney Setting Plans For 'Chase' Debut

With a parade, a costume ball and numerous other festivities set to surround the occasion, the Atlanta world premiere of Walt Disney's "The Great Locomotive Chase" is taking shape. The first showing of the Civil War film will take place at Loew's Grand Theatre on June 8, and will be the culminating item in two full days of celebration.

The entire two-day world premiere program is under the joint sponsorship of the Georgia Federation of Women's Clubs and the Young Matrons' Circle for Tallulah Falls School, and all the proceeds of the various functions will go toward maintenance of the School.

John Bailey, 73

CLEVELAND, April 2. — John W. Bailey, 73, who came here from Johnstown, Pa. in 1911, died suddenly this week in the projection booth of the Mall Theatre where he had worked for 38 years. He was a member of Local 160, IATSE, and the Odd Fellows.

Start Eight Pictures, 32 in Production

HOLLYWOOD, April 2.—Camera work started on eight new pictures while seven others reached the completion stage last week, for a total of 32 pictures now in work.

Started were: "Shakedown on Biscayne Bay" (Columbia); "Raintree County," color (Metro - Goldwyn - Mayer); "The Loves of Omar Khayyam," VistaVision, Technicolor, and "The Lonely Man," VistaVision, Technicolor (Paramount); "Pharaoh's Curse," Bel-Air Prod. (United Artists); "The Mole People," and "The Great Man" (Universal-International); "The Wrong Man," Alfred Hitchcock Prod. (Warner Bros.).

Completed were: "Scandal, Inc.," Bonanza Prods., "Girls in Prison," Golden State Prod., and "X — The Unknown," Hammer Prod.—Sol Lesser Co-Prod. (Independent); "Blood Brothers," Grant Prods., and "Gun the Man Down," Morrison-McLaglen (United Artists); "Francis in the Haunted House" (Universal-International); "The Burning Hills," CinemaScope, WarnerColor (Warner Bros.).

Council Women Laud 'Carousel' Production

Approval of 20th Century-Fox's CinemaScope 55 production of "Carousel" has been voiced by the National Council of Women of the United States which has sent out a letter to almost 1,000 state and local chairman citing the entertainment values of the film.

Mrs. Dean Gray Edwards, chairman of motion pictures, declares in the letter to the Council women that "Carousel" is a "delightful vehicle . . . and that audiences all over the world will love it. . . ."

ABC Vending Net Up $215,481 Over '54

A net income of $1,564,038, an increase of $215,481 above the 1954 figure of $1,348,557, has been reported for the 52-week period ending Dec. 25, by ABC Vending Corp.

Earnings per share jumped from $1.40 in 1954 to $1.63 for 1955. Sales increased from $48,188,338 in '54 to $50,172,202 for last year.

REVIEW:

The Return of Don Camillo

IFE

FERNANDEL, the gifted French comedian, again is pitted against his Communist arch-rival, Gino Cervi, portraying the mayor, in this sequel to "The Little World of Don Camillo."

In contrast to the previous Don Camillo episode, this film has been toned down by director Julius Duvivier, who apparently was not pleased by the way the Communist mayor seemed to conquer Fernandel as the Catholic priest, in "The Little World of Don Camillo." Hence, Cervi deviates from his aggressive policy to that of partial submission to the comical but down-to-earth Fernandel, who has more to say about religion than politics.

Yet, humor thrives, as evidenced by the letter Fernandel sends to Cervi, ordering him to Moscow. Of course, the fake letter catches Cervi unawares and results in a general feeling of despondency. Here, God intervenes and orders Don Camillo to send another fake letter to Cervi cancelling the transfer. Cervi's belief in the second letter, to the amusement of the audience, leads him to give thanks secretly and even go to church.

There appears to be no central story, which suffers to some extent because of the screenplay treatment of Giovanni Guareschi's charming novel. English titles aid the patrons in keeping up with the over-all theme, but some of the dialogue is not of a character that lends itself to facile translations. It is a Rizzoli Film-Francinex co-production.

Running time, 115 minutes. General audience classification.

'Cinerama' Premieres At Roxy in Atlanta

ATLANTA, April 2. — A capacity crowd including many state and industrial leaders thronged the Roxy Theatre here tonight for the premiere of "This Is Cinerama," the first to be shown in the southeast.

The premiere and its associated events, which included a parade of celebrities and officials who arrived by way of a 2,000-yard "Cinerama Walkway," was sponsored by the Atlanta Symphony Guild which benefited from the completely-sold-out performance.

Robert Riley Elected Technicolor Director

Robert Riley, vice-president in charge of Technicolor Hollywood sales, was elected a member of the board of directors of Technicolor Motion Picture Corp. at its annual shareholders meeting, Dr. Herbert T. Kalmus, president and general manager of Technicolor, announced.

Riley, a native of Massachusetts, joined Technicolor in 1922 when the headquarters of the organization were in Boston.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 65 NEW YORK, U. S. A., WEDNESDAY, APRIL 4, 1956 TEN CENTS

ot Rentals

an Arbitrate ales Policies, rthur Says

rgues that Arbitration ust Be Two-Way Street

By LESTER DINOFF

Any industry arbitration system hich might be formulated "must be two-way street" for exhibitor and stributor, in the opinion of Harry . Arthur, president of Southern California heatre Owners Association, ho yesterday, expressing s viewpoints arbitration, eclared that ou cannot bitrate film ntals, but you an arbitrate he national les policy verning distribution of a film." Arthur, who is in New York for



Harry C. Arthur

(*Continued on page 6*)

ilm TV's Growth ited in New Index; 1 Active Producers

elevision Today..

An estimated 81 film producers and distributors are engaged in levision work in addition to some 2 producers and distributors "do- g some TV work."

Figures regarding TV growth are vealed in the Spring, 1956, edition

(*Continued on page 6*)

eward for Early VC onvention Registrants

rkers who register early for the rthcoming 20th annual convention Variety International at the Ho- Waldorf-Astoria here May 9-12, ll have their names drawn from "a cky barker barrel" and winners will ceive tickets to hit shows.

Won't Ignore 'Verbal Assaults'

Brandt 'Abused Privilege' At SSBC, Myers Charges

From THE DAILY Bureau

WASHINGTON, April 3.—A supplemental statement to the Senate Small Business Subcommittee has been issued by Abram F. Myers, general counsel and board chairman of Allied States Association, in answer to the testimony of Harry Brandt, president of the Independent Theatre Owners Association of New York, at committee hearings here on March 22. Myers pointed out that no such supplemental statement would have been needed if Brandt had not "abused his privilege by consuming more than two hours of the subcommittee's time in a tirade against Allied and other exhibitor associations and their leaders."

Claiming that Brandt "has made a

(*Continued on page 7*)

Product Flow Improving

The coming May and June, "normally one of the 'orphan' periods, will show a substantial improvement in quality product" compared to previous years, it was forecast here yesterday in a joint statement by Leonard Goldenson and Edward Hyman, president and vice-president, respectively, of American Broadcasting-Paramount Theatres.

The forecast was part of a progress report submitted by Goldenson and Hyman on their ten-point program, announced last January, aimed at eliminating major industry problems.

Regarding the "first and foremost

(*Continued on page 8*)

Ark. ITO Renames Carbery as President

Special to THE DAILY

HOT SPRINGS, Ark., April 3. — The re-election of James Carbery of Little Rock as president of the Independent Theatre Owners of Arkansas and the return to office of five dis-

(*Continued on page 8*)

Yates Tells Stockholders

Republic's Major Income Now Derived From Laboratory, TV

By MURRAY HOROWITZ

The accent on the growing income potential from television for Republic Pictures was underscored here yesterday by Herbert J. Yates, Republic president, at the company's annual stockholders meeting.



Herbert J. Yates

Yates, expressing optimism at the TV activities of the company, said he could not express the same optimism regarding the production and distribution of motion pictures. The company's TV activities which he listed under the "optimistic" category include: laboratory operations, the rental of studio space for TV productions, the sale of old films to TV, and the possible revenues from foreign TV sources by the latter part of this year.

He went on to say that the gross revenues from the company's laboratory and TV operations in the current fiscal year will top the gross revenues from theatrical film rentals. Republic's last fiscal year ended Oct. 29, 1955.

Yates, in his exposition, referred to a recent article in the "Wall St. Journal," telling of the decrease in

(*Continued on page 7*)

For SBC Hearings

Distributors Lay Testimony Groundwork

SBC Lawyers Meet Here With Adolph Schimel

The groundwork for distributor testimony before the Senate Small Business subcommittee, which has been investigating the motion picture industry's trade practices, was laid here yesterday when committee councellors Jack Flynn and Charles Noone conferred with Adolph Schimel, vice-president and general counsel for Universal Pictures, here.



Adolph Schimel

Schimel, who prepared the current industry arbitra-

(*Continued on page 8*)

'Oklahoma' Abroad By RKO in 'Scope, Todd-AO, Standard

Rodgers & Hammerstein's "Oklahoma!" will be released abroad by RKO for projection in Todd-AO or CinemaScope, with standard projection prints available later on, it was announced yesterday by Daniel T. O'Shea, president of RKO. On Monday, O'Shea and George P. Skouras, president of Magna Theatre Corp., jointly announced that RKO would distribute the Technicolor musical in

(*Continued on page 8*)

Pasternak and Katz Talk Columbia Deal

Harry Cohn, president of Columbia Pictures, is negotiating with the newly formed partnership of Joe Pasternak and Sam Katz on a possible long term releasing deal, it was reported yesterday.

PERSONAL MENTION

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's Inc., will leave here on Friday for the coast.

•

P. T. DANA, Universal Eastern sales manager, will return to New York today from Pittsburgh and Philadelphia.

•

JEROME PICKMAN, Paramount advertising-publicity vice-president, will return to New York today from Philadelphia.

•

CHARLES EINFELD, 20th Century-Fox vice-president, will leave here for the coast today, returning at the weekend.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will return to New York today from Philadelphia.

•

ARTHUR MAYER is featured on the cover of the current "Saturday Review" as author of an article entitled "Myths, Movies and Maturity."

•

LOUIS PHILLIPS, vice-president and general counsel of Paramount Pictures, will be in Boston tomorrow from New York.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, has returned to New York from Denver and the Coast.

•

FRANCIS FLOOD, of the Stanley Warner Theatres Northeastern zone, New Haven, has been elected Commander, first district, AMVETS.

•

MORGAN HUDGINS, M-G-M studio publicist, sails from here today for London.

•

JACK H. LEVIN, president of Certified Reports, will arrive in Chicago today from here.

•

CECIL BEATON, photographer and film designer, will leave here today for Europe.

•

VICTOR SAVILLE will leave New York today for Europe accompanied by his wife.

•

IRVING LESSER, head of Producers Representatives, has returned here from the Coast.

•

ROBERT ROSSEN leaves New York today with his family for Hollywood.

•

RICHARD DENNING left here yesterday for London via B.O.A.C.

New Independent Unit to Make 4 in '56

Amalgamated Productions, Inc., has been formed by Richard Gordon and Charles F. Vetter, Jr., to produce a series of theatrical pictures here and abroad.

First on the schedule is "Requiem for a Redhead," in which Richard Denning and Carole Mathews will star. Maclean Rogers has been signed to direct the picture, which starts shooting on April 9 at the Nettlefold Studios in London.

Amalgamated has acquired an original screenplay, "The Crooked Sky," by Lance Hargreaves, for its second production, and negotiations are now underway for two added properties. The company plans to shoot four pictures in 1956.

Charles Vetter, head of Motion Picture Stages, Inc., in New York, has just finished co-production of "The Dynamiters" starring Wayne Morris, while Gordon, who represents various foreign producers, including George Minter's Renown Pictures, recently completed the German co-production of "The Devil's General."

No distribution arrangements in the United States have been made.

SPG Members Meet For Contract Report

Over 100 advertising, publicity and exploitation publicists, members of the Screen Publicists Guild (District 65), gathered at noon yesterday in front of the Warner Brothers home offices here to hear a report on the progress in the Guild's negotiations for a new two-year contract.

The SPG members were informed that the Guild negotiators and representatives of Columbia, Warner Brothers, Universal and 20th Century-Fox were still "wide apart" in coming to terms on a new two-year contract.

Besides seeking additional vacation and other fringe benefits, the SPG is asking for a 15 per cent general increase. Thus far, the companies' labor negotiators have offered a $5 per week increase in salary. The Guild also has started strike fund collections among its membership here.

The SPG contract with Columbia and Warner Brothers has already expired; the pacts at Universal and 20th-Fox are due to expire next week. The agreement with United Artists has been extended indefinitely and an agreement with M-G-M is yet to be written.

ASCAP Annual Event

American Society of Composers, Authors and Publishers held its annual dinner here last night at the Hotel Waldorf-Astoria with several hundred persons in attendance.

CBS to Make Film Of Kelly Wedding

The Columbia Broadcasting System yesterday announced that its news production staff will produce a 30-minute feature film of the weeklong ceremonies and highlights of M-G-M actress Grace Kelly's wedding to Prince Rainier of Monaco. The news production will be shown on CBS-TV on April 21, 11 to 11:30 p.m. (EST) and will be sponsored by Maybelline Co.

Para. Owns 26.6% Of Du Mont Lab.

Twenty-six per cent of the total number of outstanding shares of Allen B. Du Mont Laboratories, Inc., is owned by Paramount Pictures, according to the Du Mont Laboratories notice to stockholders of the company's annual meeting on May 7 in Clifton, N. J.

The stockholder's meeting has been called to elect a board of directors, nine in number, for the ensuing year, and to act upon a proposal to approve the stock option of 25,000 shares at $9.81 per share granted to David T. Schultz, president.

The proxy statement reveals that at the close of business on March 9, 1956, Paramount Pictures owned 628,500 shares or 26.6 per cent of the 2,361,092 shares of Du Mont Laboratories.

The nominees up for election as directors are Barney Balaban, Allen B. Du Mont, Armand G. Erpf, Thomas T. Goldsmith, Jr., William H. Kelley, Paul Raibourn, David T. Schultz, Percy M. Stewart and Edwin L. Weisl. All of these persons are now directors of the company. Balaban, Raibourn and Weisl are respectively president and director, vice-president and director, and director of Paramount.

Latin America Agent Set for Superscope

HOLLYWOOD, April 3. — Superscope president Joseph Tushinsky has appointed Guaranteed Pictures De La Argentina to represent Superscope 235 in all Latin-American countries. Under terms of the agreement reached in conferences with GP president Jamie Cabouli, the latter is pledged to deliver a minimum of 50 Latin-American productions per year for conversion to Superscope 235.

Armour on Global Trip

Reginald Armour, executive vice-president of Republic International, will leave here today for London, the first-leg of his world wide trip which will take him to the Near East and Far East. He is due to return here at the end of May.

16 Story Properties Purchased by MGM Before Publication

From THE DAILY Bureau

HOLLYWOOD, April 3.—M-G-M policy of purchasing story properti before they appear in print h brought the studio an all-time hig of material with 16 stories or trea ments ready or in preparation, it w announced today by studio head Do Schary.

The latest acquisition is "The B Dream," a novel by Leon Uris, whi is in the writing stage. The stud signed the property after reading outline of the story that deals wi modern Israel.

Other M-G-M properties inclu "The House of Numbers," "Raintr County," "The Sergeant," "Don't Near the Water," "Something Value," "Raquel," "The Amazi Nellie Bly," "The Year of Love "The Power and the Prize," "Desig ing Woman," "Wonderland," "Nu ber Four With Flowers," "The Wre of the Mary Deare," "How High Up?" and "Patterns of Malico."

Trent Group Leases New Rochelle Hous

A long term lease for the To Theatre at New Rochelle, N. Y. h been signed by the Trent Theat Corp. headed by Max A. Cohen a Mark I. Finkelstein.

Morris Goldman and Gilbert J sephson head the tenant firm and pl the reopening of the theatre with art policy of domestic and forei films. Berk and Krumgold, theatri real estate specialists, negotiated t transaction. It recently leased t Gem Theatre in Far Rockaway to t same firm.

'Night' to Bow Here

The Swedish production of "T Naked Night" will have its Americ premiere at the Little Carnegie Th atre here on Monday, it was a nounced by William Shelton, vic president of Times Film Corp., whi is distributing the film.

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PEOPLE

W. C. Gehring, vice president of th Century-Fox, will be the princi- l speaker at a banquet given by e Theatrical Division of the Allied wish Appeal at the Bellvue Strat- rd Hotel, Philadelphia, on April 9. ie banquet will honor **David powitz,** outstanding Philadelphia chitect and philanthropist.

¤

Robert H. Klaeger, vice-president charge of TV commercial and in- ıstrial film production of Trans- m, is vacationing in Chickasha, kla., and will return to the firm on ɔril 16.

¤

David Warner has resigned as as- tant manager of the National Thea- e Supply branch at New Haven to come enrollment representative for onnecticut Blue Cross, hospitaliza- ɔn payment insurance plan.

¤

C. E. Boyd has been named man- er of the Ritz Theatre at Sarasota, a., succeeding **Richard Leonard.** oyd recently transferred from Phila- lphia. Meanwhile, Leonard has ken over as assistant manager of e Florida Theatre at St. Petersburg.

¤

Fred Kunkel, who began his show usiness career as an usher in Loew's nn Theatre, Pittsburgh, and later se to assistant manager, has been med manager of the Harry Perry neatre in suburban Perrysville. In bsequent moves, **John P. Harris** has en transferred from the Perry to e Denis Theatre while **Pat Hart,** rmerly at the Denis, moves to the owntown Harris Theatre.

¤

Ralph Lowe has replaced **E. H. oreland** as manager of the Korn cir- uit's Hi-Nabor Drive-in, Houston. sse **J. Plunkett,** former circus pro- otion man from Gonzales, has been med manager of the Lindale. **M. T. arnell,** from New York, goes to aco, Tex., as manager of the Grand heatre, and **Jimmy Rawlins** has been ɔointed manager of the Port The- re.

'riedman Publicizing 10 Commandments'

Samuel J. Friedman, Broadway ublicist, has joined Paramount Pic- res to direct the amusement pub- ity for Cecil B. DeMille's "The Ten ommandments." He will work out Paramount's home office under axwell Hamilton, who is executive sistant to DeMille.

Prior to joining Paramount, Fried- an was publicity manager for I.F.E. eleasing Corp.

For Second Consecutive Year

Universal Top Space Buyer In U.S. National Magazines

For the second consecutive year, Universal-International during 1955 led all other film companies in the number of pictures pre-sold through advertising in national magazines and Sunday newspaper supplements, it was revealed yesterday in the final compilation of the Publishers Information Bureau report for 1955.



David A. Lipton

Of the industry's 88 pictures that were given national magazine campaigns during the year, nearly one-quarter were from U-I, which pre-sold exactly 20 of its 1955 releases through national magazine advertising, it was explained.

U-I used more different publications than any other film company, its campaigns covering 26 national magazines and Sunday supplements, according to the PIB report which revealed that U-I also led all film companies in dollar expenditures for national magazine display advertising.

In commenting on the PIB report, David A. Lipton, U-I vice-president, pointed out that the company also was one of the leaders in other forms of pre-selling its product.

"We believe that pre-selling of pictures is so important that we use every possible media in our compaigns to whet the public's interest considerably in advance of the release of our pictures," Lipton declared.

During 1955, U-I augmented its national magazine advertising with two national billboard campaigns covering 46 markets and more than 400 communities throughout the country.

The company also was a major user of TV spot time for national preselling of its product, utilizing spot announcements on a national basis two to three months ahead of the release dates on several of its important releases.

In addition to its pre-selling, U-I also concentrated heavily on newspaper advertising for point-of-sale selling in all of the important territories throughout the country, Lipton said.

Studies Guarantees

USIA in Move To Spur S.A. Distribution

From THE DAILY Bureau

WASHINGTON, April 3. — The United States Information Agency is now studying the possibility of granting some guarantees for distribution of Hollywood pictures in several South American countries.

This was revealed today by Turner J. Shelton, head of the USIA's International Motion Picture Division, who has just returned from a tour of South America. While there, Shelton said, he discussed with Robert Corkery, assistant vice-president of the Motion Picture Export Association, the problem of limited distribution of Hollywood pictures in South American countries where there is an exchange problem. It was suggested that the USIA might help through its Information Media Guarantee Program, Shelton said, and he brought the problem back for study. Part of Shelton's job is approving both the guarantee and the pictures which are distributed under the guarantee.

Has Program in Jugoslavia

The USIA now has a guarantee program operating for distribution in Yugoslavia. It announced recently that it would also guarantee some portion of distribution in Viet Nam.

WB 'Miracle' Party To Benefit Canteen

New York's Cathedral Canteen, organized in 1941 and since that time host to more than 4,000,000 servicemen, will be the beneficiary of the "Motion Picture Theatre Party" to be held tonight at Loew's State Theatre, when Warner Brothers' "Miracle in the Rain" will be shown to a celebrity-studded audience.

A feature of the evening will be the presentation of a scroll to the millionth serviceman to visit the canteen since the Korean War.

"Miracle in the Rain," which was shot mostly on location in New York, is the first motion picture to film dramatic sequences inside St. Patrick's Cathedral.

The picture opened at Loew's State last Saturday.

Lockwood & Gordon Acquires Drive-in

HARTFORD, April 3.—The A. J. Bronstein interests of Hartford, drive-in developers, have leased their East Hartford Family Drive-In Theatre, on Route 5, to Lockwood & Gordon Theatres. The 650-car capacity theatre was built by the Bronstein organization in 1954.

The action takes the Bronsteins, headed by father-and-son team of A. J. and Joe Bronstein, out of active Hartford theatre management.

AA Sales Meetings Open in Chi. Today

CHICAGO, April 3.—Allied Artists' three-day national sales convention will get under way tomorrow at the Blackstone Hotel with sessions between Morey R. Goldstein, the company's vice-president and general sales manager, and division sales heads L. E. Goldhammer, Eastern; Nat Nathanson, Mid-West; James A. Prichard, Southern, and Harold Wirthwein, Western, and home office sales executive Arthur Greenblatt. "Crime in the Streets" and "The First Texan," AA June and July releases, respectively, will be screened for the delegation at night.

Arriving from New York to participate in tomorrow's and Friday's meetings are Martin Davis, Eastern ad-publicity manager; Roy Brewer, AA exchange operations supervisor, and Manny Goodman, Eastern contract department head.

Goldsmith Detroit IFE Representative

Lee Goldsmith has been named sales representative for the I.F.E. Releasing Corp. in the Detroit exchange area, it was announced by Seymour Poe, executive vice-president of the company.

Goldsmith, who recently resigned from Universal Pictures, has covered the Detroit territory for several years.

National Federation Cites 'Golden Demon'

The National Federation of Motion Picture Councils, Inc., composed of 90 Better Film Councils in major cities, has selected the Japanese color feature "Golden Demon" as the "outstanding foreign film of the year" to be shown at its annual convention, April 19-20, in St. Louis.

The showing will be followed by a symposium on "Evaluating a Motion Picture," that will be addressed by Arthur De Bra, director of community relations of the Motion Picture Association of America, and a representative of Eastman Kodak, who will speak on the color effects in the film.

Edward Harrison is releasing "Golden Demon" in United States.

Other films to be shown at the convention include Cinerama's "Seven Wonders of the World" and Warner Bros.' "Giant."

Cornish Retires

HARTFORD, April 3.—Samuel P. Cornish, who has sold his interest in the Niantic Theatre Corp., Niantic, Conn., to Socrates Deligeorges and Alphonse Dubreuil, is California-bound with Mrs. Cornish. The couple plans to live on the Coast in retirement, following some 45 years in the exhibition end of the film industry.

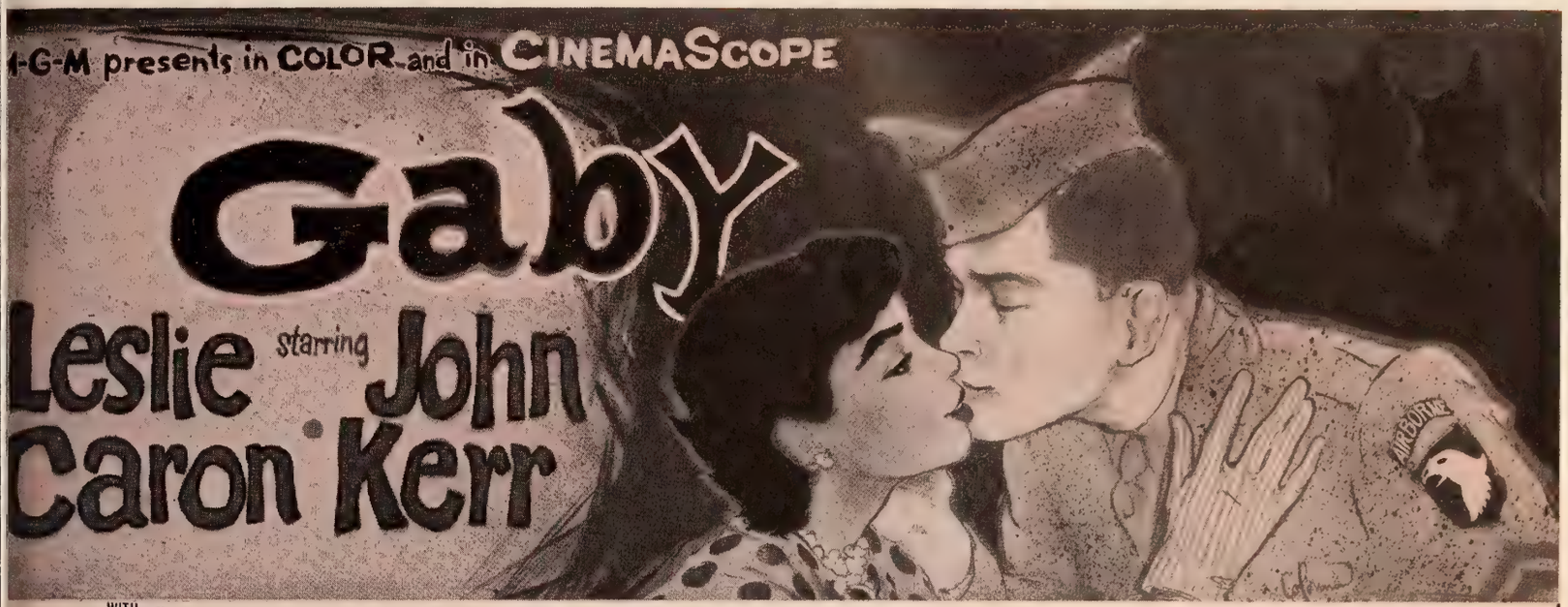


THEY'RE WAITING FOR "GABY"

Photo of Trans-Lux 52nd St. front. It is fitting that "Gaby" has its N.Y. Premiere here where M-G-M's "Lili" ran for almost 2 years.

GOING AFTER "GABY"

Telling the nation! Billboards, Newspapers, Magazines, Radio, TV!



WITH SIR CEDRIC HARDWICKE · TAINA ELG · SCREEN PLAY BY ALBERT HACKETT & FRANCES GOODRICH AND CHARLES LEDERER

BASED ON A SCREEN PLAY BY S. N. BEHRMAN, PAUL H. RAMEAU AND GEORGE FROESCHEL · FROM THE PLAY "WATERLOO BRIDGE" BY ROBERT E. SHERWOOD · PHOTOGRAPHED IN EASTMAN COLOR · PRINT BY TECHNICOLOR · DIRECTED BY CURTIS BERNHARDT · PRODUCED BY EDWIN H. KNOPF

NATIONWIDE POSTING CAMPAIGN

Above is the beautiful, specially lithographed 24-sheet that sells "Gaby" from hundreds of billboards across the nation in: Buffalo, Boston, Cleveland, Houston, Los Angeles, Memphis, New Orleans, Philadelphia, Pittsburgh, Portland, Ore., Salt Lake City, St. Louis, San Francisco, Seattle.

NATIONAL MAGAZINE CAMPAIGN

Full pages in 4-colors in: Life, Redbook, Cosmopolitan, Seventeen. Look (*two facing ½ pages in 4-colors*).

"PICTURE OF THE MONTH" COLUMN: Look, Collier's, Good Housekeeping, McCall's, Woman's Home Companion, Cosmopolitan, Parents', American.

"LION'S ROAR" COLUMN: Saturday Evening Post.

AND NEWSPAPERS! AND RADIO! AND TV!

★

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Full Pages In Top National Magazines

LIFE
LOOK
seventeen
Collier's
WOMAN'S HOME COMPANION
McCall's
THE American MAGAZINE
Good Housekeeping
COSMOPOLITAN
Redbook
The Saturday Evening POST
Parents' MAGAZINE & FAMILY HOME GUIDE

Ten-Month Income For Writers in TV More Than Tripled

From THE DAILY Bureau

Television Today.. HOLLYWOOD, April 3.—The Writers Guild of America, West, today disclosed in a report to its membership, that the aggregate writer income from television writing for the 10-month period ending Jan. 31, 1955, was $1,441,500, and that the corresponding figure for the 10-month period ended Apr. 1 is $4,583,500, indicating and increase amounting to $3,142,000.

Film TV Growth

(*Continued from page* 1)

of "Who's Who and What's Where at TV Film Producers and Distributors," published by Broadcast Information Bureau.

The publishers also reported that there are 373 companies making spot film commercials and that 1,432 national advertisers are using TV.

'Lovers' to Normandie

"Lovers and Lollipops" will open at the Normandie Theatre here on April 17, Richard Brandt, president of Trans-Lux Distributing Corp., is releasing the film, announced.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

FOUR members of his famous Mercury Theatre Players repertory group have been cast to support Orson Welles in his first Hollywood TV role in Ford Star Jubilee's production next CBSaturday of "Twentieth Century." The quartet are Keenan Wynn, Ray Collins, Phil Van Zandt and comic Benny Rubin, all of whom Orson hasn't seen for about 14 years. . . . Jack Ward, composer-conductor-organist of hundreds of radio and TV programs from back in 1934, has opened his own studios in Carnegie Hall where he'll teach piano and organ technique. . . . Among the several talented youngsters mentioned by William Damroth in his new tome, "How to Be Successful Before 40" (Prentice-Hall) is Bill Hobin, popular associate producer-director of the Max Liebman spectaculars. Bill owns up to 32 summers. . . . Ruth Knopf, formerly assistant to Doug Edwards at CBS, has become assistant director in the newsclip service dep't. at the Fund for the Republic. Sotto voce to Sylvia Spence: How is the "Robert Sherwood contest" progressing?

☆ ☆ ☆

Robert Q. Lewis takes the cake—the birthday cake that is—which his TV staff will present to him tomorrow. Bob is one of the hardest workers in television and easily one of the best liked by his associates. . . . Eve Arden will femcee the "Ed CBSullivan Show" Sunday, April 29, while the smiling Irishman is away in Japan on a talent scouting tour. . . . A new teleseries, "The Professor Is Young," conceived and to be produced by Gary Stevens and starring Alan Young, will go before the cameras next week at the American National Studios in Hollywood under the aegis of Mark Stevens TV Company. Series will have a girls' college locale, will be scripted by Frank Gill, Jr. with Mark Stevens, executive producer. Wm. Morris Agency pacted the series and will handle national sales to sponsors. . . . Ed Simmons and Norman Lear, scripters and directors of the "Martha Raye Show" have been released by La Raye in order to devote their full time to several TV projects skedded for NBC filming in Hollywood this summer.

☆ ☆ ☆

March, they say, is the breezy (windy is the correct word) month, but in the first place the March, we refer to is far from windy and, too (we've renewed our poet's license), but March, Hal, that is, has been set for quite some breezin' of his own in a 6/8 tempo this first week of April. Last night he emceed, as is his weekly wont, the "$64,000 Question." Tonight he stars in the "Kraft Television Theatre's" presentation of the comedy, "The Paper Foxhole," and Friday he'll be interviewed by Edward R. Murrow on "Person to Person.". . . All ye bridge, canasta and gin rummy hounds, harken to this friendly advice from flack Spencer Hare. If you'd like to learn how to memorize cards that have been played and thus improve your paste-board efficiency, tune in Saturday, April 14, at 6:00 P.M. to NYChannel 5 and pay heed to Dr. Bruno Furst, director of the School of Memory and Concentration. . . . Edward Arnold has returned to Gotham from Florida where he was featured in his 115th motion picture, "Shakedown on Biscayne Bay." He'll be seen next Wednesday on Kraft's "The Last Showdown," which will also feature Glenda Farrell, Victor Jory and Elizabeth Montgomery.



Hal March

☆ ☆ ☆

CBStarting Monday morning, April 16, "My Little Margie," co-starring Gale Storm and Charles Farrell and "Amos n' Andy," will replace "The George Skinner Show" and "Morning Memb" in the half-hour segments of the 9:00-10:00 slot. . . . Mary Scott, wife of Sir Cedric Hardwicke, will substitute for panelist Ilka Chase on the ABClever "Masquerade Party" TV'er, April 11 and 18, while Ilka sails to Monaco for an upcoming social event. . . . Composer-conductor Frank DeVol, whose music has been featured in numerous motion pictures, radio and TVehicles and currently batoneer on Don Fedderson's "Do You Trust Your Wife?" program, may soon have his own panel CBShow, "Words About Music," coast-to-coasted. With regular panelists Oscar Levant and Elsa Lanchester and featuring top-flight songwriters as guest-panelists, the program, after but two months on KNX-TV, may go network. . . . David Savage, since 1954 assistant to prexy Reub Kaufman at Guild Films, has resigned to become president of Theatrical Enterprises, Inc.

Arbitration

(*Continued from page* 1)

discussions with Magna Theatre Corp. officials over the possible presentation of "Oklahoma!" in Todd AO at the Missouri Theatre in St. Louis, said that "arbitration to an exhibitor holds the same meaning which liberty does to an American."

Points to Rodgers Policy

Arbitration of a film rental on a motion picture can never be accomplished to the satisfaction of a buyer and seller, but "you could arbitrate the sales policy which is set for the picture by the distributor," Arthur stated. He cited, as an example, the sales policies which were in force at M-G-M when William F. Rodger was general sales manager. "At that time, the distributor set up a test run for a top picture in a selected situation and used this as the basis in setting his sales policy and rental limits," Arthur said, advocating that if such a program were put into wide-spread use by all distributors now, it would tend to alleviate many problems brought about by film rentals. The SCTOA executive, in discussing the old M-G-M sales policy said that "after a test run the film rental would be set and would be adjusted upwards or downwards as found necessary during the regular run of the picture."

Cites Case of 'Marty'

Arthur said that if an industry arbitration system was now in operation United Artists would have the right to seek an upward revision in the rentals asked for "Marty," as every one underestimated the potentialities of the film. "In this case the distributor would have arbitration working for him," he said.

Commenting on the product situation, Arthur stated that U. S. exhibitors should do well to cultivate the patrons' tastes for foreign films by booking more of them. "There is a vast need to double the number of films now produced and shown in all classifications," he said, adding that such an increase in the number of films available would fill all available screen time and do away "with forced runs."

Favors Circuits' Production

American theatres are for any move which would boost the number of pictures available to them, the SCTOA head stated. "With exhibition in its current state, an entry into production and distribution by divorced circuits would be considered a good step forward in alleviating the product situation," he stated. "The industry needs people to invest money in production, and of all the theatre circuits, the divorced circuits are the ones which have it. They also have a big need for product."

Commenting on business in his own theatre circuit, Fanchon & Marco Service Corp., Arthur said the exhibition business in the past few months hasn't lived up to expectations due to the product being released. "It just has been a bad cycle," he said. Arthur will leave here on Friday for St. Louis.

Myers Replies

(*Continued from page 1*)

reer of attacking Allied and its aders," Myers told the subcommit-e that Allied would have continued ignore the "verbal assaults," ex-pt for the fact that the hearing stimony was not confined to the in-istry but had become a public rec-d. Myers described Brandt as one hose "frantic efforts to gain a fol-wing outside New York City and s environs" had failed.

Says He Buys 'For 104 Theatres'

"When Brandt testifiies that he has pt suffered from some of the prac-es complained about by other ex-bitors," Myers stated, "his testimony ust be considered in the light of the ct that, when he buys pictures, it is r 104 theatres," referring to Brandt's lmission that he operates a booking fice for his own theatres and for TOA members. Myers also referred Brandt's assertion that the ITOA a group of "small theatres," but at he later told of his Broadway ouses, the 1,416-seat Globe, the 734-seat Mayfair and the uptown 376-seat 86th Street Theatre which as acquired from Loew's.

Myers stated that booking organi-tions were legally and economically stified, but that a serious question ises when they exert their mass uying power to oppress non-mem-ers and prevent them from securing fair division of the available supply films.

Recalls Baracca Case

On that score, Myers cited the case Virgil Baracca who alleged in an fidavit filed with the subcommittee at he was not able to obtain enough ctures to operate successfully in mpetition with the Beacon Theatre Beacon, N. Y., a member of randt's buying combine. While ad-itting that he did not have infor-ation beyond that which was con-ined in a letter to Allied, Myers ated that "on its face, Baracca's mplaint appears to be worthy of e subcommittee's consideration and the Attorney General's attention."

Answering Brandt's alleged effort create the impression that Myers minates Allied States, the general unsel said that long ago he had linquished the duty of presiding at ard meetings to the president and at the agenda of all meetings are ade up from suggestions from the rectors. Allied, Myers said, is a deration of 22 regional associations d that the national organization has individual members. "Actually," said, "national Allied consists erely of a board of directors, one rector being elected by each con-tutent unit." The units, he added, ain complete autonomy.

Charges 'Vicious Piffle'

"Most of Brandt's accusations," yers said, "are mere vicious piffle out events occurring long ago ich have little or no bearing on tters now before the subcommittee, t since they got into the record, the more serious ones must be corrected."

Myers recalled that in 1939 efforts were made to set up a fair trade practice code and that after it had been completed, some of the directors were not satisfied with it and the Allied convention rejected it. Brandt, Myers said, joined forces with distributor representatives in urging the code's approval. Myers said that Brandt's "lingering resentment evidently stems from his inability, in free and open debate, to persuade the assembled exhibitors to follow him instead of others in whom they had greater confidence." Later, he pointed out, Brandt expressed himself as being opposed to competitive bidding, but when briefs by associations in opposition to the practice were submitted to the Supreme Court, neither Brandt nor the ITOA came out against it.

Myers then reviewed recent developments as to arbitration, the product shortage and made a plea for continuance of the "American way."

REVIEW:

Jubal

Columbia—CinemaScope

PHOTOGRAPHED IN CINEMASCOPE and in color by Technicolor, Columbia Pictures production of Paul I. Wellman's novel, "Jubal," is a strong and absorbing Western action film of the calibre which is destined to do business at the box-office. With a cast topped by Glenn Ford, Academy Award winner Ernest Borgnine and Rod Steiger, this picture, besides teaming exploitable names, is replete with production values, as it has sufficient excitement, suspense, love interest and humor to promise good returns. The film tells about a man with a hard-luck monkey on his back, a man who brings trouble to wherever he goes and a man who runs from trouble.

Jubal, which is the name of this character, is convincingly portrayed by Ford, who wins the friendship of his benefactor, ranch owner Borgnine, but has to kill him in self-defense. Borgnine is cast as a rough and crude cattle baron, who has a wife who is disgusted with him and flirts behind his back with other men. Steiger is cast here as an unsavory cow puncher with aspirations to take over Borgnine's ranch and wife, by hook or crook, and is almost successful in his ambitions. With a bunch of characters such as these, the story grips one's interest from start to finish. This film, which differs slightly with the ordinary run of Western productions, should easily satisfy most audiences.

When Borgnine, after saving Ford from death in a blizzard, makes him foreman of the ranch, Steiger, who thought that he would get the job, goes out of his way to be vicious and his emnity becomes more acute when he finds out that Borgnine's wife had offered herself to the new foreman. The trouble is heightened further when a group of religious fanatics, on their way to the "promised land," camp on the ranch lands. Steiger deepens his feud with Ford over these "rawhiders" by disagreeing over whether they should be allowed to rest on Borgnine's lands.

The situation comes to a head when Borgnine, steamed up by his unfaithful wife and Steiger, goes after Ford with "murder in his heart." Ford kills him in self-defense, but the territory, incited by Steiger's actions, form a posse and start looking for the ranch foreman, who has hidden out with the "rawhiders." A climax is reached when Ford discloses that Steiger had attacked Borgnine's widow and killed her. Frontier justice then takes over as Ford clears himself of all charges.

The principal players are ably supported by Valerie French, cast as the unfaithful wife; Felicia Farr, Basil Ruysdael, Noah Berry, Jr., Charles Bronson, John Dierkes, Jack Elam and Robert Burton. William Fadiman produced and Delmar Daves directed from a screenplay by Russell S. Hughes and Daves.

Running time, 101 minutes. Adult audience classification. Release in May.

LESTER DINOFF

Presidents Meet Today on Formula

The company presidents and foreign managers will meet here today in an effort to reach final agreement on a world formula for the division of permits. Although agreement on principle already has been reached, a number of technical points still have to be cleared up, it was stated. One of the items at issue is said to concern the definition of an American picture, a definition which is significant as a factor in calculating the formula.

Jack M. Warner Here

Jack M. Warner, executive producer of four Warner Brothers television shows, is in New York from Hollywood to assist in the 1956-57 sales of the hour-long "Warner Brothers Presents," and half hour TV shows, "The Amazon Trader," "Port of Call" and "Joe McDoakes."

Republic

(*Continued from page 1*)

attendance at theatres since 1945. He said the situation is being watched by the company's board of directors, adding that the board will take whatever move necessary to avoid losses in the production and distribution of moton pictures.

Director Placated

One of the highlights of the meeting was a statement read by Bernard E. Smith, Jr., a director, who at last year's stockholders meeting expressed dissatisfaction with certain aspects of management. At yesterday's meeting, Smith told of his satisfaction that management had gone along with his program of strengthening the board, by adding three directors, A. Louis Oresman, Ernest A. Hall and Medley G. B. Whelpley, and the hiring of an independent auditing firm to go over the books. He said, in addition, that he has been assured by Yates that an additional director, with qualifications comparable to the newly-appointed directors, will be selected. Smith also voiced gratification at the stock dividend voted the last fiscal year.

Yates, responding to a number of stockholders' complaints about the lack of a cash dividend, blamed the company's limited working capital in the face of its laboratory and TV expansion program and the taxes paid to the Federal goverment and the states for the condition. He cited Republic's $700,000 expenditure for additional film laboratory facilities in New York. The company's laboratories in New York, New Jersey and Hollywood, he continued, now do a greater volume of business with TV than with the motion picture industry. Yates also pointed out, in regard to dividend complaints, that he and his family own a large block of the company's stock.

Conferring on Taxes

In response to other queries, Yates disclosed that Republic Pictures and other motion picture companies are currently negotiating with Treasury Department officials on an issue involving taxes on liquidated blocked funds subsequent to 1949.

The following management nominees were reelected to the board for a three year period: Hall, Oresman, Harry C. Mills, John J. O'Connell and Leon A. Swirbul. About 70 per cent of the outstanding stock was represented at the meeting.

Yates Reelected Republic President

Herbert J. Yates was reelected president of Republic Pictures at yesterday's board of directors meeting here, held following the annual meeting of stockholders.

Other officers elected include: Richard W. Altschuler, vice-president and director of world wide sales; vice-presidents, Douglas T. Yates, Sidney P. Solow, John O'Connell; treasurer, John Petrauskas, Jr., and secretary, Joseph E. McMahon.

National Pre-Selling

VAN GOGH's insatiable curiosity and his own world of light and burning colors are portrayed beautifully in a pictorial story and review of "Lust for Life" (the story of Van Gogh's career) which appears in the April 17 issue of "Look."

Five Van Gogh paintings are reproduced in the article. The reproduction of Van Gogh's colors are superb. The full-color photos taken on the production sets of "Lust for Life" of Kirk Douglas, who plays the part of the artist, are also beautifully done. Four pages are devoted to this M-G-M picture.

•

An eye-catching full-color ad on "Alexander the Great" appears in the April 2 issue of "Life."

•

Burt Lancaster, stare of "Trapeze," took his five children to Cirque d'Hiver, the circus in Paris, while "Trapeze" was being filmed.

"McCall's" took advantage of the visit and has a pictorial story of the five Lancaster children in the April issue. They are shown romping with the clowns and being taught to use the circus equipment by their father, who was formerly a circus acrobat.

•

Rock Hudson of "Never Say Goodbye" and "Giant" was on the front cover of the March 25 issue of "American Weekly." The first installment of his life story appeared in the same issue and was continued in the April 1 edition. Production stills of "Never Say Goodbye" and "Giant" are used to illustrate the story. In the second installment Hudson says "Whatever success I've achieved as an actor I owe to Universal, a studio that has faith in young, raw talent and makes pros out of them."

•

Louis Berg, "This Week" film editor, has devoted a full page in the April 1 issue to Rossano Brazzi, star of "Summertime." Brazzi's next pictures being readied for release are "Loser Takes All" and "The Story of Esther Costello." To illustrate the article, Berg has used a number of photos showing Brazzi emoting with Glynis Johns, who is his co-star in "Loser Takes All."

•

"Anything Goes," "The Bold and the Brave" and "Meet Me in Las Vegas" receive laudatory reviews in the April issue of "Seventeen."

•

"Redbook" in the April issue devotes a two-page spread of photos of famous motion picture stars, taken at the "Redbook" party in Hollywood. The stars of "I'll Cry Tomorrow," "Meet Me in Las Vegas" and "Forbidden Planet" are among the ones which are spotlighted.

WALTER HAAS

REVIEW:

Good-bye, My Lady

Batjac—Warner

HOLLYWOOD, APRIL 3

THIS IS A FINE picture about a man and a boy and a dog. The man is played by Walter Brennan, the boy is played by Brandon de Wilde, and the dog is a Basenji, a circumstance of basic story importance. The setting is the Mississippi swamp country, the time is now, and the other principals in the small cast are Phil Harris, Sidney Poitier, William Hopper and Louise Beavers. It is a simple, straightforward picture, sound as a dollar from start to finish, with nothing big or special about it except the big and special fact that it is a William A. Wellman production. Under his faultless direction, a story that could have gone maudlin, or afield or in any one of a number of wrong directions, lays early hold on its audience and pays constant and mounting reward from there to the end. It is the kind of picture that, like "The Yearling" in its time, builds attendance as it plays. Given a properly campaigned opening, it figures to set some records for sustained runs.

The screenplay by Sid Fleischman is a direct-line picturization of a novel of the same name by James Street. In it, young de Wilde, who lives with his uncle in a shack deep in the Pascagoula swamp, finds and adopts a dog such as nobody in the swamp country, where hunting is a main enterprise and hunting dogs are indispensable aides to man, has ever seen or heard of. It is a small dog, fleeter than a hound, fiercer in combat than local hog-dogs sent against it, and capable of pointing game at far greater distances than regular bird-dogs. It does not bark, but makes two vocal sounds—one a laugh, the other a cry—and it sheds tears when sad. The boy trains the foundling dog, whose hunting fame soon brings visitors from afar to witness her in action, and by the time the local store-keeper, played by Harris, learns from a "lost dog" ad in a magazine that the animal is a Basenji, with a reward offered for its return, the boy is so deeply attached to the dog that he despairs of returning it to its owner. In this part of the picture, the story takes a turn that ought not to be tipped off in anybody's synopsis, and shan't be in this one, save to the extent of saying it's not the expected turn but a better one. All performances are superb.

Running time 91 minutes. General audience classification. For release in May.

WILLIAM R. WEAVER

Product Flow

(*Continued from page* 1)

point calling for an orderly distribution of quality product," Hyman told of his opinion regarding the upcoming May and June period. He added that all of the distributors have agreed to the orderly-distribution plan. Goldenson and Hyman, in turn, urged, exhibitors to map advertising and exploitation campaigns for May and June "above and beyond the normal."

Goldenson held out special praise for Paramount's handling of "The Scarlet Hour," which is to have its world premiere in Salt Lake City. He pointed out that Carol Ohmart, one of Paramount's new faces appearing in this picture, will make many personal appearances in conjunction with the premiere. Commented Goldenson: "I feel that personal appearances of this kind stimulate and lend impetus to the business in the areas where they take place. More important they are part of the 'new faces and talent' plan which I have urged for a long time. This together with a basis of proper roles and vehicles, are absolutely necessary if the 'new faces and talent,' we so vitally need in our industry, are to be fully developed."

Regarding the aim of getting better publicity coverage for Hollywood and theatres, Goldenson and Hyman reported that producers have been appraised of the information sought by local newspapers following the canvassing of "men in the field."

Both Goldenson and Hyman, in conclusion, called for ceaseless effort until the entire ten-point program becomes a reality.

'Oklahoma' Abroad

(*Continued from page* 1)

all parts of the world, excluding the United States and Canada.

"Oklahoma!" will be available in Todd-AO, CinemaScope and eventually standard size so that all people throughout the world will be able to see this musical, O'Shea explained.

NBC Gets Re-Run TV Rights to 'Joan'

Allied Artists' subsidiary, Interstate Television Corp., has leased to the National Broadcasting Co. the re-run rights to 98 "I Married Joan" TV shows, it was reported yesterday.

NBC has scheduled the half-hour filmed show for presentation on Saturdays commencing May 5, at 10:30 to 11 A.M., and on Monday to Fridays, commencing on May 14, 5 to 5:30 P.M. (EDT).

Testimony

(*Continued from page* 1)

tion draft which has been submitte to the SSBC and who also is chair man of the legal committee of th Motion Picture Association of Amer ica, reported that the conference witl the government attorneys was of general nature and was on variou items which the distributors hav scheduled for testimony.

"Nothing specific was discussed not even the date when representa tives of distribution are to appear be fore the Senate committee in Wash ington," he said. The Universal offi cer said that Flynn and Noone, wh left here immediately after the con ference for Washington, would repor to the Senators on the committee, an then a date for the distributors' ap pearance before them would be set It was reported previously, followin the SSBC conclusion of exhibitor tes timony before the committee, that th distributors would appear before th Senate group sometime during th week of April 19.

Silent on Schimel Meeting

The SSBC counsellors, Flynn an Noone, refused to comment on th meeting with Schimel when ques tioned during a luncheon break i yesterday's conference.

It was reported earlier that th SSBC conference with Schimel woul center on exhibitor-distributor prob lems, among them being pre-releas practices, the arbitration system, fil rentals, and film shortages. Flynn earlier this week, said that he wa seeking any distributor informatio which would be helpful to the Sena tors serving on the subcommittee.

Carbery Renamed

(*Continued from page* 1)

trict vice-presidents and the boar chairman highlighted the organiza tion's 37th annual convention whic ended here today.

Others returned to office were Fre Brown of Ft. Smith as secretary treasurer; Nona White, of Little Roc executive secretary-treasurer; K. I King, of Searcy, chairman of th board, and district vice-president First, Orris Collins of Paragould; sec ond, Bill Headstream of Batesvill third, E. W. Savage of Boonevill fourth, Charles Revely of Stephen and fifth, Roy Cochran of North Li tle Rock.

Terry Axley of England was name sixth district vice-president, replacin Sidney Wharton. New directo named were James McWilliams Eldorado, Mildred Bomar of Litt Rock, Henry Haven of Forrest Ci and Adrian White of Pocahonta

Carbery was appointed represent tive to the national TOA board directors while B. Busby of Litt Rock was elected legislative directo

The two-day convention include addresses by Robert J. O'Donnell Dallas, general manager of the Int state Circuit Inc., on what to exp in theatre operation, and William Gehring, vice-president of 20th Ce tury-Fox, on what to expect fro producers during the coming year.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 66 NEW YORK, U. S. A., THURSDAY, APRIL 5, 1956 TEN CENTS

enjamin Berger

ees Solution 'o Issues Via Roundtables'

ells Mich. Convention 'nity' Can Force It

Special to THE DAILY

DETROIT, April 4.—The ultimate ution to industry trade practices l come through the "unity of ibitors forcing roundtable discus- ns at top els" between ibition and stribution. is opinion s expressed e tonight by ajamin Ber- , chairman Allied's ergency De- se Commit- , at the ban- et at the h annual vention of ied Theatres of Michigan.



Benjamin Berger

Admitting that Allied was asking ngress to inaugurate legislation

(*Continued on page 6*)

erman Trade Girds or Contest With TV

From THE DAILY Bureau

HOLLYWOOD, April 4. — The rman film industry, competing h only 400,000 television sets at time, but with more than a mil- n expected by the year's end, will not to make the same mistakes" American film industry made in usting to TV competition, Dr. ton Schelkopf, official representa-

(*Continued on page 6*)

anteen Benefits by liracle' Showing

A full house at Loew's State The- e here last night paid tribute both Warner Brothers' "Miracle in the n" and to the Cathedral Canteen, ich received the proceeds from the efit performance.

The Cathedral Canteen was formed

(*Continued on page 6*)

Presidents' Meeting Reaches Permit Accord

Virtual agreement on the definition of an American film, needed for calculating the world formula for the division of foreign permits, was said to have been reached at yesterday's meeting of company presidents and their representatives.

On minor points, representatives of one or two film companies said they would need further clearance before acknowledging formal agreement on the issue.

TV-Film Agencies In Dispute Over Olympic Coverage

By JACK EDEN

A charge that TV interests in the U. S., Canada and Great Britain are "ganging up and using pressure tactics to obtain free film rights" to the November Olympic Games in Australia was hurled yesterday by William K. Hughes of Melbourne,

(*Continued on page 6*)

Foundation Leases Buffalo's Erlanger

Special to THE DAILY

BUFFALO, April 4.—The Erlanger Theatre's future as a haven for Broadway attractions was assured today by the formation of "Foundation for the Preservation of the Legitimate Theatre of Western New York" which has

(*Continued on page 6*)

Aggressive Front Before SSBC

DistributorsPlanning Defense and Offense

Will Seek to Refute Exhibitors' Charges, Also Present Grievances of Their Own

By J. A. OTTEN

WASHINGTON, April 4.—Distributors who will take the stand before the Senate Small Business sub-committee currently looking into exhibitors' complaints against distribution practices are expected not only to answer charges and complaints made by exhibitors in testimony before the committee, but also to come up with some complaints of their own against exhibitors.

This emerged yesterday after subcommittee counsel Charles Noone and Jack Flynn spent most of the day meeting with Adolph Schimel, chairman of the Law Committee of the Motion Picture Association of America in New York.

Schimel, representing the distributors, was briefed by Noone and Flynn on the areas in which subcommittee members would like information from the distributors, when their representatives take the stand

(*Continued on page 2*)

Bollengier Named Magna Treasurer

The appointment of A. E. Bollengier as vice president and treasurer of Magna Theatre Corp., succeeding Malcom Kingsberg recently resigned, was announced yesterday. As a certified public accountant, he began his career with the firm of Price, Waterhouse & Co. in 1936, and stayed with it until 1942, having served as independent auditor of major Hollywood studios.

Upon his discharge from the U. S. Army Signal Corps, Bollengier joined Universal Studios and served as studio comptroller until 1947. He joined Eagle Lion as treasurer and served there from 1947 to 1949. Thereafter he was with the Hal Roach Studios as treasurer until 1951.

During the years from 1951 to

(*Continued on page 6*)

Broidy to Outline AA Product Plans Today

From THE DAILY Bureau

CHICAGO, April 4.—Allied Artists' president Steve Broidy will outline the company's future plans tomorrow at AA's national three-day sales convention at the Blackstone Hotel here.

Morey R. Goldstein, vice-president and general sales manager, will discuss release plans for forthcoming AA

(*Continued on page 6*)

Al Swerdlove Dies; N.E. Distributor

Special to THE DAILY

BOSTON, April 4.—Funeral services for Albert Swerdlove, 58, for the past 10 years head of Screen Guild of New England, Classics of New England, and Federal Film Co., will be held Friday from Levine's Chapel, Brookline. He died suddenly in New York last night while having a late snack in a hotel restaurant. Surviving are his wife, the former Mollie Haase, and a brother, Jules of Montreal.

Only 25% Response to Own Survey

TOA Requests SBC to Poll Exhibitors on Trade Issues

Theatre Owners of America, in a letter to Sen. Hubert H. Humphrey of the Senate Small Business sub-committee investigating industry trade practices, admitted that it was unsuccessful in securing complete membership cooperation in answer to the organization's questionnaire on industry problems.

Myron N. Blank, TOA president, urged Sen. Humphrey and his committee to conduct a poll of exhibitors in order to get their views on matters "now before your committee." The text of the letter was released here by TOA headquarters.

Blank, who sent the letter to Sen. Humphrey, with copies to Senators Andrew F. Schoeppel, Barry M. Goldwater, Wayne Morse and John F. Kennedy, said that "we have a copy of the Independent Theatre Owners Association, Inc., letter to you, signed by Harry Brandt, as president, respectfully urging you to have the

(*Continued on page 6*)

PERSONAL MENTION

HAROLD HECHT, producer, will arrive here today from Hollywood.

•

C. V. WHITNEY left Hollywood by plane last night for New York.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, left here yesterday for the coast.

•

LOUIS WEITZ, executive secretary of the Cleveland Motion Picture Exhibitors Association, has left there with MRS. WEITZ for Miami and Cuba.

•

JOSEPH A. MCCONVILLE, chairman of the board of Columbia Pictures International, will return to New York from London tomorrow via B.O.A.C.

•

LEON ROTH, United Artists West Coast publicity coordinator, will arrive in New York today from Hollywood.

•

TINA ZUCKER, secretary at Theatre Owners of America headquarters here, has returned to New York from Florida.

•

SAMUEL ROSEN, Stanley Warner executive vice-president, became a grandfather with the birth of a daughter to HELENE and ARTHUR ROSEN at Flower Fifth Avenue Hospital. The father is a Cinerama production executive.

•

BURTON ROBBINS, vice-president in charge of sales for National Screen Service, has left here for Florida.

•

JAMES WEINBERG, Allied Artists' studio legal department head, has returned to California from here.

•

BEN GOETZ has returned to the West Coast from here.

•

CAROLE MATHEWS left here yesterday for London via B.O.A.C.

'Bold and Brave' In Mich. Openings

DETROIT, April 4.—RKO's "The Bold and the Brave" had its world premiere here today at the Broadway Capitol Theatre. The Irving H. Levin presentation tomorrow will open in a series of key city situations through Michigan. Next week "The Bold and the Brave" will begin dates in more than 30 additional theatres in the state. The entire Butterfield Circuit is participating in the state-wide debut booking.

Cites Opportunities for Special Shows, Tie-ins With Schools on 'Alexander'

Special to THE DAILY

COLUMBUS, O., April 4.—Interest of educators in this section in motion pictures having educational values, such as United Artists' "Alexander the Great," is cited as an opportunity for exhibitors to tie in with schools, in the current bulletin of Independent Theatre Owners of Ohio.

Robert Wile, ITOO executive secretary, writing in the bulletin, points out that matinees can be scheduled immediately after school sessions are over. "Student organizations would buy the house for a fixed price and then sell tickets at the regular box office price, with the surplus going to student organizations," Wile relates.

"Another proposal is to offer a reduced rate to students at an afternoon show, with perhaps the balcony set aside for their use. The bulletin points out that the same kind of cooperation can be accorded other pictures with an educational angle.

Supowitz Dinner to Draw 300 from Trade

PHILADELPHIA, April 4.—David Supowitz, architect who has remodelled or built almost 500 theatres along the Eastern seaboard, will be honored at a testimonial dinner given by the theatrical division of the 1956 Allied Jewish Appeal on Monday evening at the Bellevue-Stratford Hotel.

William C. Gehring, vice-president of 20th Century-Fox, will be the principal speaker for the occasion. In announcing the tribute, division co-chairmen Jack Beresin and Howard G. Minsky declared: "The award is in recognition not only of his architectural talents, but of his insight and compassion which has aided countless of the helpless and forlorn of all races and creeds through his intensive and unselfish communal and philanthropic work."

Among the slated 300 guests from the industry are: A. R. Boyd, Boyd Theatres; Ted Schlanger, zone manager for Stanley Warner; Jack Beresin, president of ABC Vending Co.; Melvin Fox, Fox Theatres; Leo Posell, builder.

Elect Rhoden, Jr., to Head Commonwealth

KANSAS CITY, April 4. — E. C. Rhoden, Jr., was elected president of Commonwealth Amusement Corp. at a stockholders meeting held here to name a successor to the late Robert Shelton. Rhoden has been associated with the circuit in various capacities since 1937, most recently as executive vice-president.

The stockholders elected Richard Orear as executive vice-president and R. F. Withers chairman of the executive committee. Howard E. Jameyson was reelected chairman of the board.

'Conqueror' in Holland

Howard Hughes' "The Conqueror" will open tomorrow in two theatres in Amsterdam, Holland, it was announced by RKO.

SSBC Plans

(*Continued from page* 1)

some time after Congress comes back from its Easter recess. Topics on which the Senators desire information include an industry arbitration system, film rentals, pre-release and first-run practices, film shortages and the production of films in varying millimeter sizes.

Schimel and other lawyers for the distributors are expected to meet shortly to plan the testimony which they will present to the committee and to decide what witnesses will represent the group on the stand.

According to Flynn, Schimel offered the complete cooperation of the distributors. In providing this information Schimel was unable to say, however, how much time the distributors would want on the stand, or when it would be convenient for them to appear before the committee.

'Alexander' Held Over in All Dates

Robert Rossen's "Alexander The Great" is being held over in all of its 20 regional engagements. This multi-million dollar production is shaping up as United Artists' all-time boxoffice success, company officials said.

The film holds over in the following situations: Atlanta, Loew's Grand; Baltimore, New Theatre; Buffalo, Loew's Buffalo; Cleveland, Loew's Stillman; Dallas, Majestic Theatre; Denver, Paramount Theatre, and Ft. Lauderdale, Florida Theatre.

Also Houston, Loew's Theatre; Jacksonville, 5 Points Theatre; Los Angeles, Fox Wilshire Theatre; Miami, the Colony and Florida Theatres; New York, Capitol Theatre; St. Petersburg, Phiel Theatre; St. Louis, Loew's State; San Francisco, United Artists Theatre; South Miami, Loew's Riviera; Tampa, Palace Theatre; Washington, D. C., Capitol Theatre, and West Palm Beach, Carefree Theatre.

Says General Tire Rejected $50 Million Offer to Buy RKO

Special to THE DAILY

AKRON, April 4.—General Tire Rubber Co. recently turned down an offer to sell RKO Teleradio Pictures for $50,000,000, it was disclosed here by William O'Neil, GTR president, at the company's annual meeting yesterday.

O'Neil, in noting that the subsidiary is carried on the GTR books for less than $2,000,000, said that the consolidated reports of General Tire do not include the profits of its radio, television and motion picture subsidiary.

He indicated that he was making this comment to point up the potential value of RKO Teleradio Pictures which GTR purchased from Howard Hughes for $25,000,000 last summer and merged with General Teleradio.

GTR, in July of 1955, purchased RKO Radio Pictures from Hughes for $25,000,000, and then put under the control of Thomas F. O'Neil, president and board chairman of General Teleradio, a subsidiary of General Tire & Rubber. Under the operation of General Teleradio, RKO Radio Pictures sold its film library to C C Television Corp., for $15,200,000 and reactivated its production and distribution program.

DeMille Is Slated for Musical 'Buccaneer'

HOLLYWOOD, April 4. — Paramount has announced that Cecil B. DeMille will "take an active part in the production for Paramount" of "Buccaneer," in a musical version with Henry Wilcoxon producing and Yul Brynner directing.

DeMille filmed "Buccaneer" in 1938. The musical version is scheduled for 1957.

Joins DeMille Staff

Bette Doolittle, formerly television assistant at the National Association of Radio and Television Broadcasters and more recently director of home making service of P. Ballantine Sons, has joined Paramount Pictures as promotion specialist for Cecil B. DeMille's production of "The Ten Commandments." She will work out of Paramount's New York office under Maxwell Hamilton, executive assistant to DeMille.

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Newsreels Planning Limited Coverage of Political Conventions

Avoiding direct competition on a news scale with the television networks regarding the June national political conventions, theatre newsreel companies have indicated a forceful attempt will be made to take the public behind-the-scenes and show the mechanisms of party maneuvers and policies.

TV Activity a Factor

Both Irving Sochin, short subjects sales manager of Universal Pictures, and Walton C. Ament, vice-president of Warner News, agreed on the limited coverage in view of the TV full-time programming schedule of the conventions.

In fact, newsreel coverage of political conventions has decreased over a period of years, Ament observed, and a new approach to the meetings would be more feasible rather than direct competition on a news basis with the TV networks. He said there was less newsreel coverage of the 1952 convention than there was at the party sessions in 1948 when TV was just expanding its facilities to include the meetings. He also pointed out that TV programming schedules eight years ago did not permit widespread coverage whereas they now program the sessions practically around-the-clock.

Taking Worldwide View

Sochin disclosed that Universal News will focus attention on worldwide news events which are bound to be treated lightly, if at all, during the TV convention coverage.

"We'll give the convention highlights and then pass on to other news of similar importance. There's no reason to concentrate on the sessions when the public will have their fill just watching it on TV. We need a new approach and giving the public a behind-the-scenes look will be the newsreel answer to the problem," he said.

'Treason' to Astor

"Passport To Treason," starring Rod Cameron, has been acquired for distribution by Astor Pictures Corp., it was announced by Robert M. Savini, president. It was first a novel, then a TV play, by Manning O'Brine.

Reade Press Parley

Announcement concerning the future activities of Continental Distributing Corp. will be made here tomorrow by Walter Reade, Jr., an executive of the company, at a press conference prior to his departure for Europe for the acquisition of new product.

UA to Honor Hecht

United Artists will hold a reception honoring Harold Hecht, producer of the Academy Award winning motion picture "Marty," at the 21 Club here today.

Mixed Reports from the Field

Post-Easter Grosses Depending on Weather and Quality of Product

The post-Easter business pendulum appears to be swinging back and forth in relation to geographical locales. Theatre business in the Carolinas is reported to have shown a definite upturn since Easter, while Connecticut grosses are on the disappointing side, according to surveys.

An official of Stewart-Everett Theatres in Charlotte stated that patronage seems to be on the upgrade since Easter, although balmy weather on Easter Sunday was blamed for discouraging people from staying indoors. "Picnic" and "Carousel" were the stronger magnets on Sunday, but even they were not up to expectations.

Bad Weather Hurts Connecticut

Farther North, reports from Connecticut indicated somewhat of a slump but bad weather was given partly as the cause and also the belief by some theatre men that the quality of releases was not up to the level of last year. A bright spot on Sunday was "The Lady Killers" which had its New England premiere at the 1,200-seat Parsons Theatre in Hartford. Bernie Menschell of Bercal Theatres, Inc., which operates the house, said that the picture did the biggest weekend business since the record-breaking weekend of "Guys and Dolls" shown here several months ago.

Connecticut drive-ins have been reopening slowly in face of adverse weather conditions, and it now is felt that outdoor situations won't be hitting their stride until May or early June, depending on the quality of product.

In St. Louis, ideal weather drew capacity crowds to drive-ins for sunrise services.

Easter and post-Easter theatre business in the Albany area was reported "excellent" in the first-runs and "fair-to-good" in other spots. Easter Eve grosses dropped below expectations and then rebounded on Sunday, at least, to last year's level. Attendance continued firm Monday and Tuesday and the outlook was good for the remainder of the week.

Four Films in Lead

Pictures that got a major share of the public's dollar in the Albany territory during the pre-Easter and the days following were "The Conqueror," "Song of the South," "Anything Goes" and "Whiplash."

In general, the post-Easter business in Milwaukee shows improvement over recent months with the exception of holdovers. Comparing the current business with that of a year ago, mixed feelings were expressed, some believing it is generally better or the same and some think its lagging. Neighborhood houses are reported doing well.

'Seven Wonders' to Open Here April 10

The third Cinerama adventure, "Seven Wonders of the World," a search for modern marvels by Lowell Thomas, will have its world premiere on Tuesday at the Warner Theatre here.

The new Stanley Warner Cinerama Corp. presentation follows the 60-week run of Louis de Rochemont's "Cinerama Holiday." Shortly after its New York opening "Seven Wonders" will begin showings at the Cinerama theatres in Pittsburgh, Philadelphia and Dallas.

UA Allocates $40,000 On 'Pride' Trade Ads

United Artists has allocated $40,000 for preliminary trade advertising during the production of Stanley Kramer's "The Pride and the Passion," which goes before the VistaVision cameras in Spain this week, it was announced by the distribution company.

The expenditure will serve to tee off the advertising campaign which will grow in size and impact over a period of three to four months following completion of shooting in the Fall, UA said.

Legion Puts 2 Films In Class B Category

Two films were judged as Class "B" in the latest release by the Legion of Decency.

"Alraune," a German-English film released by the Distributors Corp. of America, was said to contain subject matter which is judged to be morally repellent and questionable for entertainment purposes and, in addition, contains suggestive costuming and situations.

The second film, "No Man's Woman," a Republic release, was cited as reflecting the acceptability of and tends to justify divorce.

To Reissue 'Kane' For Art Theatres

The business of "Citizen Kane" at the 55th Street Playhouse in New York, now in its seventh week, has decided RKO to re-release the Orson Welles production for extended runs exclusively in leading art houses in key cities, it was announced by Walter Branson, vice-president.

A special advertising and publicity kit has been created for these dates of "Citizen Kane." In addition to the new ads, publicity stories and photo layouts, a new trailer has just been completed.

In Cable Here

Johnston Tells Of His Journey To the Orient

India was described as a "vast market, capable of development" for the motion picture industry by Eric Johnston, president of the Motion Picture Association of America, in a cable received here yesterday from Rome, marking the conclusion of his trip to the Far East.

Visited Pakistan

The cable to MPAA headquarters also told of Johnston's visit to Pakistan, where, he said, the film market is growing with the country. Johnston soon after his arrival in Rome on Monday was met by Griffith Johnson, Motion Picture Export Association vice-president.

Johnston in his cable said he received a royal welcome in both India and Pakistan. While in India, Johnston continued, he met with leading producers, exhibitors and censorship officials, conferences which resulted in better understanding of mutual problems. He added that he had a one-hour interview with Prime Minister Nehru.

Contacted Government Officials

In Pakistan, similar meetings with the Prime Minister, Finance Minister, government officials and leading producers and exhibitors were held by Johnston, he informed MPAA headquarters.

The MPAA-MPEA president is expected to remain in Rome until Thursday. While there, he is due to examine the permit situation and other thorny Italian issues. He is due to return to Washington on Sunday.

Peck, Miss Pavan to Attend 'Flannel' Bow

Gregory Peck, who portrays "The Man in the Gray Flannel Suit," and Marisa Pavan, who also has a leading role in the Darryl F. Zanuck CinemaScope production, will attend the benefit premiere of the 20th Century-Fox film at the Roxy Theatre here next Thursday. All proceeds will go to the March of Dimes.

Starting this weekend, a television promotional campaign consisting of 130 announcements will be directed to TV audiences in the metropolitan area. The spot series will feature Peck in 10, 20 and 60-second endorsement messages, in which the star will discuss the film adaptation of the Sloan Wilson novel.

Adolf Schwartz, 85

HARTFORD, April 4. — Adolf Schwartz, 85, former owner of the West End Theatre, Bridgeport, Conn., is dead. Since his retirement some years ago, the theatre had been operated by his son, Jack Schwartz.

"CRITICS AND TICKET-BUYERS WILL DECLARE IT THE BEST

'STAGECOACH' AND 'SHANE'! A BOX-OFFICE TRIUMPH!" ☆ "TH

SHOWMEN'S TRADE REVIEW

MAKES ONE OF THOSE RARE PICTURES FOR THE 'DISCRI

"UNDOUBTEDLY ONE OF THE GREATEST WESTERNS EVER MA

THE SOUTHWEST CAN COMPARE WITH IT!" ☆ "A CONTEND

HOLLYWOOD REPORTER

WESTERNS TO COME ALONG IN YEARS!" ☆ "ONE OF THE

FILM DAILY

ENTERTAINMENT HISTORY!" ☆ "ONE OF THE BEST WESTERN

M. P. HERALD

INDE



THE STORY THAT SWEEPS FROM THE GREAT SOUTHWEST TO THE CANADIAN BORDER IN VISTAVISION MOTION PICTURE HIGH FIDELITY AND COLOR BY TECHNICOLOR

CO-STARRING

JEFFREY HUNTER · VERA MILES · WARD BOND · NATALIE WOOD

SCREEN PLAY BY FRANK S. NUGENT · EXECUTIVE PRODUCER MERIAN C. COOPER · ASSOCIATE PRODUCER PATRICK FORD DIRECTED BY 4-TIME ACADEMY AW

STERN EVER MADE!" ☆ "IT RANKS WITH 'COVERED WAGON',
BOXOFFICE

EUNION OF JOHN FORD, JOHN WAYNE AND MERIAN COOPER

NATING' AUDIENCE AS WELL AS THE GREAT MASS OF FANS!"
M. P. DAILY

! FOR SHEER SCOPE, GUTS AND BEAUTY—NO PICTURE OF

FOR THE BIG MONEY STAKES!" ☆ "ONE OF THE FINEST
VARIETY

REAT ONES! PROMISES TO MAKE ECONOMIC AS WELL AS

N YEARS!"
NT FILM JOURNAL



VE in "THE SEARCHERS"



NNER JOHN FORD

PRESENTED BY WARNER BROS.

. . . NEWS ROUNDUP

Todd-AO in Milwaukee

The Strand Theatre in Milwaukee, operated by the Fox Wisconsin Amusement Corp., is being readied for installation of Todd-AO. According to Al Frank, general manager of Fox Wisconsin, they are shooting for a target date of May 4 to open wtih "Oklahoma!".

■

Theatre Fires Investigated

Police are investigating two fires which broke out within an hour of each other recently at the RKO Orpheum Theatre in Des Moines. The audience, watching Walt Disney's "Song of The South," was unaware of the blazes.

■

Campaign Yield, $5,668

In the March of Dimes campaign, Jackson County, Missouri, theatres raised $5,668. Arthur Cole, Paramount executive, was head of the theatre committee for the drive.

■

'Man of Africa' to Eden

"Man of Africa," produced on the Dark Continent with an all-native cast by John Grierson, has been acquired for presentation in the Western Hemisphere by Eden Distributing Co., Inc., of New York, it is announced by Max J. Rosenberg, president.

German Industry

(*Continued from page* 1)

tive of the German industry now visiting Hollywood to study this subject, told the press today at the headquarters of the Association of Motion Picture Producers. Dr. Schelkopf said he has been surprised to discover that the American film industry still has not arrived at a final, definite policy with respect to TV. Although television has not yet become a serious deterrent to German theatre attendance, he said, there is no doubt in anybody's mind that its depressing influence will increase in pace with the increase in the number of set installations.

The German industry does not follow the American Production Code, he said, but does have its own self-regulation system, which is different in some respects and in administration but does have a parallel objective. In citing the superiority of the American code the visitor said:

"I was pleased to learn from Geoffrey Shurlock that the American Production Code successfully prevents the appearance of material in bad taste on the screen. Our self-regulatory system can prevent certain things, such as giving offense to religious bodies or imputing praise to militarism, but it does not prevent bad taste from reaching the screen. This is highly regrettable."

Olympic Coverage Dispute

(*Continued from page* 1)

Olympic committee chairman, following his flat refusal to consider a pool offer made by four domestic agencies which furnish news film to television stations.

Blasted Plan in Melbourne

At a committee meeting in Melbourne Hughes denounced the plan of the CBS, NBC, INS-Telenews and United Press-Movietone News for a pool system which would pay the actual expenses incurred by the film companies in obtaining Olympic game coverage. These agencies, in a statement released at the session rejected as being completely unacceptable an offer by the Olympic committee to contract for the coverage and then market the film on a world-wide basis. Hughes refused the American offer yesterday as he made his charge at the TV film agencies.

The acceptance of the principals of free access to news coverage by the TV film cameras on the same basis on which newsmen and still photographers are permitted to cover the games was urged at the Melbourne meeting. Television services in Great Britain and the Canadian Broadcasting Corp. endorsed the U. S. stand and were opposed to exclusive coverage and the subsequent payment of royalties.

'Positively Hopeless'

Ken G. Hall, managing editor of Australia's Cinesound, which has a contractual agreement with CBS for furnishing news film, advised the New York office after yesterday's meeting that the situation is "positively hopeless" and that "further meetings will produce nothing" to change the Australian point of view.

Clarifying the opinion of the U. S. agencies involved, Frank Donghi of CBS, who supported the pool system, declared "we are willing to let the whole thing drop if the committee fails to change its position. We have been fighting the Olympic problem for a number of years and we are not prepared to buy film rights on any basis—only on a pool system."

As such, he said, domestic agencies would not tender bids for the film rights. An April 27 date had been scheduled by the Olympic committee for the tendering of bids for TV film rights. To date, the only firm interested in the project has been a London organization but it is doubtful they will meet the purchase price as estimated by the Olympic committee.

No Buyers in Sight

An agency spokesman declared the committee wants "a substantial amount of cash" for the rights but that no one will buy simply because of the principle involved.

Theatre newsreel firms reported they were not interested in the Olympic coverage, much the same as when the Finland committee was marketing the film for the Helsinki games in 1952. At that time a $100,000 price tag was attached to the exclusive film which has never been shown in the U. S. or Canada. An Olympic committee spokesman here declared there were no buyers, TV or newsreel-wise, for the Helsinki games which resulted in a financial loss.

Sochin Not Interested

The newsreel point of view was clarified yesterday by Irving Sochin of Universal-International News who asserted "we aren't interested in the Australian games. We had no interest in 1952 because of the price tag and due to the coverage by the press and wire services. We have no advertisers paying for the film, our only income coming from the sale of newsreels to theatres. It's too expensive for newsreel firms."

Canteen Benefits

(*Continued from page* 1)

in 1941 by His Eminence Francis Cardinal Spellman and since that time has been host, without charge, to more than 4,000,000 servicemen.

Among those seen at last night's benefit were Perry Como, Eva, Zsa Zsa, Magda and Jolie Gabor, James A. Farley, Angier B. Duke, Thomas J. Curran, Mrs. Gertrude Vanderbilt, Ray Bolger, Nancy Berg, Barbara Britton, Lady Iris Mountbatten, Billy Rose, Monique Van Vooren, Ceil Chapman, Igor Cassini, Hope Hampton, Mr. and Mrs. Frank Folsom, Mr. and Mrs. Jay Gould, among many others.

Bollengier Named

(*Continued from page* 1)

1955 he became associated with United Artists Corp. and was active in the re-organization of that company. He left United Artists and the motion picture industry in 1955 and joined the American Express Co. as assistant comptroller.

Broidy to Outline

(*Continued from page* 1)

product, with emphasis on the launching of "Crime in the Streets" and "The First Texan," scheduled for release in June and July, respectively.

Martin S. Davis, Eastern advertising-publicity manager, will outline advertising, exploitation and publicity campaigns for "Crime in the Streets," "The First Texan" and other forthcoming Allied Artists product.

AA's New York delegation is headed by Ed Morey, vice-president.

Buffalo Erlanger

(*Continued from page* 1)

arranged to lease the property and occupy it on July 1.

The announcement was made by William R. Raikin, general counsel for the Foundation, a non-profit organization, and Peter G. Becker, son of Al Becker, veteran local projectionist and theatre supply man, who will manage the theatre and serve with a directorate of three, consisting of Raikin, Elmer F. Lux, chief barker of the Variety Club of Buffalo, as the third director.

An agreement for leasing and administration of the Erlanger was completed last week between Ike Gordon of Rochester, new owner of the property, and Raikin.

O'Brian Is Earp; Helps Catch Robber

HOLLYWOOD, April 4.—Actor Hugh O'Brian, who portrays Marshal Wyatt Earp on the American Broadcasting Co.'s television program, is very serious about his acting job and career. O'Brian helped thwart a bank robber at the Hollywood branch of the Bank of America yesterday when he helped to capture the criminal while visiting a friend at the bank.

Mich. Allied

(*Continued from page* 1)

similar to that existing for a long time in Europe and South America, Berger said that he felt that solutions could be worked out at across-the-table conferences. Meanwhile, he urged Michigan Allied to "pitch into the struggle to obtain top pictures that are now allegedly denied to small town and suburban houses.

Berger said that the distributor never expected that divorcement would become a reality. By the same token, he said, they will not be able to stem the tide of distributing product at "decent, not confiscatory prices," because it is the "will and right of the public."

Registration at the Tuller Hotel was said to be record-breaking, with almost double the anticipated number of delegates attending the luncheon today. Social events consisted of a get-together at Variety Club Tent No. 5's headquarters and screenings of "Oklahoma!" and "Toy Tiger."

TOA Asks SSBC

(*Continued from page* 1)

Subcommittee on Retailing, Distribution and Fair Trade Practices of the Senate Select Committee on Small Business conduct a poll of exhibitors in order to get their views on matters now before your committee. We make the same request.

"We have tried for several months now to get our members to answer a questionnaire in the field. We sent a questionnaire to each of our members and three follow-up letters, but only approximately 25 per cent have answered—not nearly enough to make a useful analysis. We feel certain that your poll, because of the stature of your committee, would have a much greater response."

Blank, in mid-January, announced that TOA was sending out an industry questionnaire to 3,600 members representing 9,000 theatres to survey them for viewpoints on pertinent exhibition problems. He said that a compilation of the questionnaire would be used as the basis of TOA testimony before the SSBC.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 67 NSW YORK, U. S. A., FRIDAY, APRIL 6, 1956 TEN CENTS

oll Finds

Ioliday Week Grosses Spiral Across Nation

ee Weekend Capping ively Holiday B.O.

Theatre business across the nation, rked by the Easter holiday, con- ued its surge forward, according a survey conducted by MOTION CTURE DAILY.

Along New York's Main Stem, tra- ional Easter Week lines outside Radio City Music Hall, currently turing "Serenade" and the Easter ge show, were in evidence. Other tures and Broadway houses doing ceptionally well include: "Alexan- r the Great," at the Capitol, "The nqueror" at the Criterion and arousel," plus an ice show, at the xy.

According to one Broadway show- n, business is building up as the

(*Continued on page 5*)

A Will Hold Panel essions at Close f Convention Today

From THE DAILY Bureau

CHICAGO, April 5. — A series of ecial panel sessions, involving divi- n sales chiefs and each of the anches under their jurisdiction, will ature the concluding day tomorrow Allied Artists national sales con- ntion which has been under way the Blackstone Hotel here since ednesday.

Morey R. Goldstein, AA vice-presi- nt and general sales manager, who

(*Continued on page 4*)

ohn Ford in WB eal for 'Shamrock'

From THE DAILY Bureau

HOLLYWOOD, April 5.—Jack L. arner today announced completion a deal for Warner Bros. presenta- n of "Three Leaves of a Sham- k," a Four Provinces Production, w being directed in Ireland by n Ford.

The production, based on a script

(*Continued on page 4*)

U.S. Companies to Spend $500,000,000 On More and Bigger Pictures This Year

U. S. film companies have spent or will spend approximately $500,000,000 on pictures to be made and/or released this year, according to a survey by "Motion Picture Herald."

In addition, the "Herald" points out, practically all of the companies are using this money not only to make better and bigger pictures, but also to make more pictures to meet the product shortage.

In a partial breakdown, it was estimated that Paramount's investment in its inventory was well over $50,000,000; 20th Century-Fox has a budget of $100,000,000 for 34 pictures; RKO has pencilled in an outlay of $22,500,000 for 11 pictures in the first six months of this year; United Artists is investing $45,000,000, and Republic will spend between $12,000,000 and $15,000,000 in production for the first half-year. All other companies are said to be hiking their budgets.

Conn. Theatres Get SBA Disaster Loans

From THE DAILY Bureau

WASHINGTON, April 5. — The Small Business Administration granted a disaster loan of $192,000 to the Watertown Drive-in Theatre of Waterbury, Conn., to rebuild after the hurricane and flood damages of last summer.

This was revealed in the just-issued semi-annual report of the SBA to Congress. Three other disaster loans to theatres were also listed in the report. They were:

State Theatre of Torrington, Conn., $10,000; Kenmike Theatre of Waterbury, Conn., $5,000; and Strand Theatre of Winsted, Conn., $40,000.

Big German Audience For Films of USIA

From THE DAILY Bureau

WASHINGTON, April 5. — More than 2,000,000 persons see U. S. Information Agency documentary films in Western Germany every month, according to Thomas J. McNeil, of Westport, Conn.

McNeil, who has served as Information Agency films officer in Bonn for the past two years, and currently is in the United States on home leave, says that Agency films are being used effectively in combating Communist propaganda films made in East Germany and in promoting a better understanding of America

(*Continued on page 4*)

State Commission Is Told

Proposed Mass. Wage Law Would Threaten Industry

Special to THE DAILY

BOSTON, April 5.—The proposed minimum wage order for the Commonwealth was aired at a public hearing at the State House today, attended by a large group of exhibitors, theatre managers and circuit heads who came to protest the new schedule as set up by the Minimum Wage Commission of the Department of Labor and Industry. Speakers in opposition were headed by attorney E. Curtis Mower.

In opposing the new wage order which would hike wages from 75 cents per hour to 90 cents and ushers from 65 cents to 80 cents, Mower stated that if this order became law it would have a profound effect on the financial structure of the industry. "I am speaking for a sick industry," he said. "Excluding drive-ins, there were about 400 theatres in existence in 1948 in the Commonwealth. Today there are 280, some of these are wobbling on the brink of disaster. Yet during this period the country has enjoyed its greatest prosperity. This new increase would mean an increase of 26 per cent for part time help. Theatres cannot stand this bite. Another possibility we must

(*Continued on page 4*)

By Resolution

24 TOA, Allied Units Approve Joint Program

Notify Justice Dept. of Proposal Endorsement

From THE DAILY Bureau

WASHINGTON, April 5.—The Justice Department has received some two dozen copies of resolutions passed by member organizations of the Theatre Owners of America and Allied States Association supporting the joint TOA-Allied stand on arbitration of film rentals and production by divorced circuits.

According to a Department spokesman, a few of the resolutions endorse only the proposal to permit formerly affiliated theatre circuits who engaged in film production, with pre-emptive

(*Continued on page 4*)

Milton London Heads Allied of Michigan; Simons, Lee Speak

Special to THE DAILY

DETROIT, April 5.—Milton London, of this city, was elected president of Allied Theatres of Michigan at the second and closing day of the 37th annual convention of the organization. Alden Smith was named vice-president; William Wetsman treasurer and Bernard J. Kilbride, Jr., secretary.

The Advisory Board will consist of Sam Barrett, Carl Buermele, Clive

(*Continued on page 4*)

Handel Named IFE Publicity Manager

Charles Handel has been appointed publicity manager of the IFE Releasing Corp., it has been announced by Seymour Poe, executive vice president of the company. Handel formerly was newspaper and syndicate contact for United Artists, where he spent seven years. He left U. A. in 1954 to join the public relations firm of Carl Erbe, where he remained until opening his own office last year.

Handel replaces Sam Friedman who recently resigned.

PERSONAL MENTION

HOWARD DIETZ, vice-president of Loew's, Inc., will leave New York over the weekend for Hollywood.

•

REGINALD ARMOUR, executive vice-president of Republic Pictures International, has left here for London. He was accompanied by H. VICTOR GREEN, who will take over as director of sales for Republic in Great Britain.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will return here from Europe tomorrow aboard the "Cristoforo Colombo."

•

ROY DISNEY, MRS. DISNEY and their two children will arrive in New York from Europe tomorrow aboard the "Cristoforo Colombo."

•

MILTON GOTTLIEB, of C and G Film Effects, is recovering from surgery at Caledonian Hospital in Brooklyn.

•

MOREY GOLDSTEIN, vice-president in charge of sales for Allied Artists, will arrive in Florida over the week-end for a short vacation.

•

HARRY C. ARTHUR, head of Southern California Theatre Owners Association, will leave here today for St. Louis.

•

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from the Coast.

•

N. RICHARD NASH, writer, will leave here tomorrow for London via B.O.A.C.

•

HAROLD HECHT, will return to Hollywood over the weekend from New York.

•

ARTHUR B. KRIM, president of United Artists, will leave New York on Monday for the Coast.

•

TREVOR HOWARD will leave here tomorrow for London via B.O.A.C.

•

WILLIAM FADIMAN, producer, is in New York from Hollywood.

Chicago Censor Report

CHICAGO, April 5.—During the month of March, the Chicago Censor Board reviewed 85 pictures. Twenty-one were foreign films, and only one was placed in the "adults only" category. There were no rejections.

H-L Seeks to Uncover 12 Stars in 5 Years

The launching of a talent development program aimed at developing 12 young stars within five years was disclosed yesterday by Harold Hecht, executive producer of Hecht-Lancaster Productions.

Stating that the independent production firm will invest some $7,000,000 this year in motion picture and legitimate stage product, Hecht announced he had signed Susan Harrison, young ingenue, for a role in forthcoming Hecht-Lancaster productions. Currently, the only actor under their contract is Ernest Borgnine.

Adding that the talent development program will be supervised by Max Arnow, Hecht said the firm is initiating the campaign due to a shortage of young talent in the film industry. Four films to be produced this year include "Bachelor Party," "Sweet Smell of Success," "Devil's Disciple" and "Bandoola." The stage presentation will be "Separate Tables."

Peck Narrates Film In '56 Cancer Drive

A newsreel trailer of the American Cancer Society featuring Gregory Peck has gone into national release in the organization's 1956 fund-raising campaign of $26,000,000.

Produced by 20th Century-Fox, the trailer will be shown this week in approximately 90 per cent of all theatres in the nation. In the film Peck makes a combined educational and fund-raising appeal in behalf of the society.

Fox Movietone News, M-G-M News of the Day, Paramount News, Warner-Pathe and Universal Newsreel are releasing the special subject.

AA's Herb Sterne Heading for Paris

Herb Sterne, newly appointed European press representative for Allied Artists, will arrive in New York over the week-end from California for discussions with Martin S. Davis, the company's Eastern advertising and publicity head, before proceeding overseas to Paris. He will be accompanied by Alfred St. Hilaire, unit photographer.

Their first assignment will be the production publicity campaign for "Notre Dame of Paris," to be produced by Robert and Raymond Hakim. This will be followed by "Ariane," which Billy Wilder will produce and direct with Gary Cooper and Audrey Hepburn in the starring roles.

Sterne, who resigned from the Columbia Pictures publicity staff to join AA, previously was a Southern California newspaper and magazine writer.

Hollander Returns To B & K Post

From THE DAILY Bureau

CHICAGO, April 5.—William Hollander, head of publicity and advertising for Balaban & Katz, returned to his office following six weeks in Florida. There had been reports that he would retire because of ill health.

Counter Suits Filed By Conn. Exhibitors

HARTFORD, April 5.—Differences between two veteran Connecticut theatre owners have broken out in the open with the filing of Superior Court suits.

Salvatore Saraceno, on behalf of the Middlesex Building Corporation, has filed suit for $3,083 back rent allegedly owed by the M&D Theatre Operating Co. Saraceno holds 50 per cent of the stock in the Middlesex Building Corp.

Michael Adorno has filed suit against Middlesex for $4,500 damages, charging this amount is owed him on a $5,000 note which was taken out in November, 1951, and which has been in default since November, 1953.

Saraceno is also associated in the M&D Theatre Operating Co., which controls the Middlesex and Palace Theatres, Middletown, Conn., first-runs. The Middlesex Building Corp. owns the building housing the Middlesex Theatre.

Adorno and Saraceno have been connected with the same interests for five years.

N.Y. Court Reverses Ban on 'Mom & Dad'

ALBANY, N. Y., April 5.—The Appellate Division today reversed the action of the Board of Regents, which had previously refused a license to the film "Mom and Dad."

The court verdict was unanimous. No decision regarding an appeal by the Regents was announced.

Cagney to Be Chaney

HOLLYWOOD, April 5.—Universal-International has purchased the screen rights to the life story of the late Lon Chaney, from Ralph Wheelwright and James Cagney, to be filmed in top-budget dimensions with Cagney playing Chaney.

NT Dividend Set

LOS ANGELES, April 5.—The National Theatres, Inc., board of directors today declared a quarterly dividend of 12½ cents per share on the outstanding common stock, payable May 3rd to holders of record on April 19th.

Boston B'nai B'rith Elects Geo. Roberts As Council President

Special to THE DAILY

BOSTON, April 5.—George Roberts, treasurer of New England Allied Artists Productions, and also treasurer of the Rifkin Theatres circuit, unanimously was elected president of the Greater Boston Council of B'nai B'rith at the annual election of officers.

The council is composed of 8 lodges and 21 chapters in the Greater Boston area, with a combined membership of over 10,000 men and women. Roberts becomes the first member of the film industry family in New England to have been elected to this position.

In Many Fraternal Posts

He is a past president of Sentry Lodge, the Theatrical Lodge of B'nai B'rith; on the executive committee of the New England regional board of the Anti-Defamation League; New England membership chairman and on the advisory committee of the Jewish Vocational Service; a director of Temple Emanuel, Newton, and property master of the Variety Club of New England.

D.C. Lab. Workers Vote for IATSE

In an election conducted by the National Labor Relations Board, employes of Byron, Inc., film laboratory and studio in Washington, voted this week to be represented by the IATSE as their collective bargaining agent. Included in the balloting were laboratory technicians, film editors, art department employes and cameramen and other film production technicians. Contract negotiations will begin in the near future.

B & H Net Up

CHICAGO, April 5.—Bell & Howell Corp. reported record sales in 195[illegible] and the largest earnings since 194[illegible]. Net income amounted to $2,007,50[illegible] which compared with $1,812,645 the preceding year; 1955 sales totaled $42,137,575, as against $40,699,4[illegible] in 1954. Charles H. Percy, president, said both profits and sales for all of 1956 should be larger than in 195[illegible].

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
A Warner Bros. Picture
and The Music Hall's Great Easter Show

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe[illegible] Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2[illegible] Chicago Bureau, 120 South LaSalle Street, Urben Farley. Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten., National Press Club, Washington, D. [illegible] London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo[illegible] Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CI [illegible] 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le[illegible] Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily. Motion Picture Almanac, Television Almanac, Fame. Entered as sec[illegible] class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

Prichard Hobson, former booker for Republic Pictures, Atlanta, has been appointed booker and office manager of Capital and Astor Pictures. He replaces **Don Hassler,** now head booker for United Artists in Jacksonville.

¤

Alan W. Livingston has resigned as executive vice-president of Capitol Records, Inc., to become president of the Kagran Corp., a wholly-owned subsidiary of the National Broadcasting Co. here.

¤

Joseph L. Merkle has rejoined the American Broadcasting Co. as regional manager in the television station relations Department. His territory includes stations in 14 Western states, Alaska and Hawaii. He will make his headquarters in New York.

¤

Lothar Wolff, of Louis de Rochemont Associates, has been retained as a consultant by the Ford Foundation to advise on motion picture documentation of Foundation activities. While continuing his activities with the de Rochemont organization, he will assist the Foundation on a part-time basis and will be attached to the Foundation's office of reports.

¤

Hazard E. Reeves, president of Cinerama, will address a meeting of the Southeastern section of the Society of Motion Picture and Television Engineers in Atlanta next Thursday. Reeves will talk on "The Cinerama System for Production and Exhibition of Motion Picture Film."

UA's 'Quincannon' Bows in Ky. Tonight

MAYFAIR, Ky., April 5.—United Artists western drama, "Quincannon, Frontier Scout," will have its world premiere tomorrow night at the Legion Theatre here. Tony Martin and John Bromfield, who are starred in the Bel-Air production, and Sara Shane and Patricia Blake, starred in other films for U. A., will attend the benefit opening—the first motion picture premiere in Mayfield's history.

Governor A. B. "Happy" Chandler and a score of aides and officials are en route from the state capital for the opening which is being held for the benefit of the City-County United Fund Appeal. The theatre has been sold out.

U. A. support also has been coming from Indianapolis, St. Louis and Cincinnati. Heading the local activities are branch managers Jack Finberg, Cincinnati; Edwin Bigley, Indianapolis, and Durand J. Edele, St. Louis who will attend the premiere. Sidney Cooper, U. A. district manager for Washington also will be present.

Central Public Relations Office

Chicago Exhibitor Advocates New Organization to Boost Attendance

Special to THE DAILY

CHICAGO, April 5.—A joining of forces among exhibitors and distributors on a nationwide scale, for the purpose of stepping up theatre attendance, has been suggested by James Jovan, a veteran in the business and owner and operator of the Monroe Theatre in Chicago's loop.

The gist of Jovan's proposal involves the setting up of a central public relations office, through the combined effort of distributors and exhibitors (possibly through COMPO) where the prime function would pivot around getting people out of their homes in the evening, to attend a theatre.

Stating that he isn't unmindful that publicity lauding new innovations and the current crop of top product to some extent plays a part in stimulating business at the box office, Jovan contends that exhibitors and distributors as a body could do a much more effective job.

Sees All "in the Same Boat"

"Every theatre owner I talk to seems to be in the same boat," Jovan said. "We are constantly deploring box office recessions, but no one seems to be putting emphasis on a plausible solution to the problem. We have a job, and that job is making a sincere effort to draw people away from TV sets and into the theatres!"

Jovan proposes that the type of organization he hopes to see established should concentrate on one basic theme . . . making people continuously aware of the fact that a change in entertainment would be refreshing, and that instead of sitting at home night after night in front of a television set, a picture be made a habit at least once a week, possibly between the hours of five and nine o'clock.

Wants to 'Change This Habit'

"Families have become accustomed to checking TV programs and then settling down to watch them," he declared. "Let's change this habit," he added. "We can start publicizing film programs. I feel confident that constant plugging will do us all a lot of good."

Sincerely wanting to get the ball rolling on his proposal, Jovan indicated that distributors and exhibitors should contribute enough money to make up a national budget permitting a centralized public relations office to carry on operations from six months to a year.

"We have the talent and the money," he stated. "Let's get to work!"

Albany, Ga., Plans Welcome for 'Lady'

ALBANY, Ga., April 5.—A two-day celebration will launch the world premiere of Warner Brothers' "Goodbye, My Lady," which will take place at the Albany Theatre here on Tuesday. Albany's Mayor McAfee heads the committee of prominent local personages who will participate in the activities scheduled for Tuesday and Wednesday. The picture was filmed on location largely in and around Albany.

Walter Brennan, Phil Harris and Brandon de Wilde, stars of the William A. Wellman Batjac production, and William Hopper who is prominently cast in the picture, will head the Hollywood contingent attending the premiere which is the kick-off for a 370-theatre, four-week saturation booking in Georgia, Tennessee, South Carolina and Florida. The event will be accorded extensive press, TV and radio coverage.

New Wash. Theatre

SEATTLE, April 5.—Sterling Theatres has broken ground for its new million-dollar, 2,000 seat theatre at Lewis-Clark Center on Highway 99 at 160th between Seattle and Tacoma. There will be a 35-lane bowling alley in connection with the theatre which will be named in a public contest before opening on Sept. 1.

Liebman Joins 'Suit' Premiere Committee

Max Liebman, producer of television "Spectaculars," has been named associate chairman of the March of Dimes premiere committee for Darryl F. Zanuck's "The Man In The Gray Flannel Suit" in CinemaScope, debuting next Thursday at the Roxy Theatre here. Bert Bacharach, noted fashion expert, is committee chairman.

The TV executive will join with Bacharach and other leading citizens from the business, social, civic and entertainment world in the sale of tickets to the "gala" debut of the drama starring Gregory Peck, Jennifer Jones and Fredric March.

Salk to Be Honored

All proceeds from ticket sale will go to the polio fighting organization and the event will mark the first anniversary of the introduction of the Salk Vaccine.

The second consecutive commercial sponsorship of a 20th Century-Fox premiere telecast will see Eagle Clothes underwriting the "live" show emanating from the Roxy at the March of Dimes benefit.

In connection with the February premiere of the first CinemaScope '55 attraction, Rodgers & Hammerstein's "Carousel," at the Roxy, the TV show was sponsored by the Snow Company of Maine.

. . . NEWS ROUNDUP

Settle Tax Claim

The Liberty Theatre at Wellsville, O., closed on Feb. 9 of this year by order of the Internal Revenue Dept. for non-payment of admission taxes, was redeemed by the owners of the building after making a settlement with an estate which had an interest in the property and upon payment of $3,295 in taxes. Jack, Paul and George Vogel, owners, made the settlement with the Davis estate. Plans call for the conversion of the theatre to other commercial use.

■

'Butterfly' Opens April 23

Italian Consul General de Ferraris Salzano will serve as honorary co-chairman with Jun Tsuchiya, Japanese General Consul, for the American premiere of "Madame Butterfly" at the Baronet Theatre here on April 23. The opening of the Japanese-Italian Technicolor opera film will benefit the Hospitalized Veterans Service of the Musicians Emergency Fund.

■

Co-Production Under Way

"Death in the Garden," first co-production picture under the recently-made pact between Mexico and France, has gone before the cameras in Cosamaloapan, Gulf of Mexico coastal town, under the direction of Luis Bunuel. Co-stars Charles Vanel and Simone Signoret will receive $28,000 for their assignments in this film, which will reportedly cost $560,000.

■

'Borgia' Decision Appealed

James Anderson, attorney for James H. Strode, manager of the Glen Theatre, Kansas City, has filed an appeal in the Johnson County Circuit Court following a municipal court decision against "Lucrezia Borgia." The film, shown at the Glen in January, was judged as having "obscene and immoral" scenes. Strode was fined $250.

Para. Luncheon for Hamilton Thursday

Jerry Pickman, Paramount Pictures Corp. advertising-publicity director, will be host at a luncheon for Maxwell Hamilton, newly appointed executive assistant to C. B. DeMille, at the Paramount executive dining room next Thursday. Trade press editors, who will be guests at the luncheon, will be introduced to Hamilton, who is co-ordinator of world-wide plans for the presentation of DeMille's forthcoming "The Ten Commandments."

TOA-Allied

(*Continued from page* 1)

rights on first-runs of their own pictures. The bulk of the resolutions, however, support that proposal as well as the arbitration of film rentals.

Poll Had Been Suggested

During the first part of the hearings before the Senate Small Business sub-committee last month, chairman Humphrey (D. Minn.) suggested that it might be helpful to poll member units of the new organizations to find where they stood on the two proposals. The spokesman said, however, that although most of the resolutions were sent to Justice after the hearings recessed, some had come in before Sen. Humphrey had offered his suggestion.

Massachusetts Law

(*Continued from page* 1)

face, if this order becomes law, is a practical one. It could follow that there would be a general pyramiding of wages above the part time workers, thus forcing the economic structure all out of proportion."

80% on Part Time

Breaking down one circuit of 12 theatres, representing some key city situations and some smaller theatres, Mower said "out of 118 employees classified as doormen, ushers, cashiers, cleaners, matrons, and utilitarians, only 20 are full time workers. Twenty-eight hold other positions, 51 are students trying to augment their college careers, 11 are housewives and eight are on pensions. Thus, this order should not deal with workers who are dependent on their jobs for a livelihood." In closing his appeal he said "frankly, we don't know what exhibitors will do if this proposal becomes law. We will have to pare our ushers to the bone and many theatres may have to close."

Francis Perry, Jr., owner of the Orpheum, Foxboro, told the commission that he had 12 employees, all on part time. "My wife sells tickets, my daughter sells candy so if these salary increases are approved, I will have to lock my door."

Allied Artists

(*Continued from page* 1)

is presiding, will meet individually with each of the panels. Roy Brewer, the company's exchange operations supervisor, and Manny Goodman and Si Borus, respectively Eastern and Western contract department heads, also will confer with each of the panel groups on mutual branch problems.

Regular sessions today featured an opening address by Ed Morey, vice-president, and an outline of the company's future plans by Steve Broidy, AA president. Following discussion of release plans by Goldstein, Martin S. Davis, Eastern advertising-publicity manager, representing national director John C. Flinn, discussed promotion campaigns for "Crime in the Streets," "The First Texan" and other forthcoming AA product.

REVIEW:

A Day of Fury

Universal

DALE ROBERTSON, Mara Corday and Jock Mahoney provide the action, romance and mild suspense in this color by Technicolor western that tells the story of a wicked town gone righteous and the vain efforts of a gunslinger to remodel it on a crime basis.

Much interest is centered on the love triangle among the coarse outlaw, Robertson; Mahoney, as the level-headed sheriff and Miss Corday as the one-time femme fatale of Robertson who sheds her past to become a respected woman and the love of Mahoney. Between episodes of romance and gun-fighting, there is suspense that is accelerated well by producer Robert Arthur and director Harmon Jones. Exploitation-wise, "A Day of Fury" was filmed with the avid western fan in mind. Photography director Ellis Carter did much to capture the western surroundings vividly in Technicolor.

Robertson is fairly convincing as the gunslinger who invades the little western town of West End, so named because it is the end of the west for the ranchers and outlaws. In an attempt to return the righteous town to crime, Robertson meets staunch opposition in Mahoney who finally succeeds in killing his rival in a final bar-room duel. Considerable footage is devoted to the suspense theme which is built up to a pitch before Robertson's death. Better than average musical scoring and orchestrations by Joseph Gershenson add to the film's appeal.

Running time, 78 minutes. General audience classification. For May release.

J. E.

Altec Will Service GPL Industrial TV

General Precision Laboratory Inc., Pleasantville, N. Y., has arranged with the Altec Service Corp. of New York to provide a nationwide, franchised service for its industrial television equipment. Altec has 200 field engineers and 30 branch offices and stock points located from coast to coast.

The new arrangement will permit purchasers of GPL equipment to contract for regular service and prompt parts replacement, whatever their location.

Stephens Wins Suit

Richard Stephens, former exploitation-publicity man in the Boston exchange of Columbia Pictures, won a $12,500 damage suit against the film company yesterday following a jury trial before Judge Thomas Murphy in Federal Court here. Stephens charged in his suit against Columbia, which discharged him a number of years ago, that his character was defamed by the company's actions and statements made at the time of his firing.

Circuit Men Meet

CHARLOTTE, April 5.—Some 35 managers of Consolidated Theatres in the Carolinas and Virginia returned to their homes today following their attendance at a three-day meeting of the circuit.

Broidy to Meet Press

Steve Broidy, president of Allied Artists Pictures, will discuss company and industry progress at a trade press conference this morning at the AA home office here.

Simon, Gloth Buy Out Connecticut Partner

HARTFORD, April 5.—The Pike Theatre Corp., which lists as principals Phil Simon and Robert Gloth of Hartford, is now operating the Pike Drive-In Theatre, Newington, Conn.

Simon and Gloth have purchased, for an undisclosed sum, the interest held by their former associate, Lou Rogow, in the theatre. Under the trio's ownership, the theatre had been operated by the Turnpike Theatre Corporation.

Carolina Board To Meet Monday

CHARLOTTE, N. C., April 5.—Current industry problems will be discussed at a meeting of the board of directors of the Theatre Owners Association of North and South Carolina here on Monday.

A principal item on the agenda of the board will be the selection of a permanent office for the exhibitor group's headquarters, as the group's office is now in a building which is being remodeled.

Invitational Premiere For 'Last 10 Days'

A special invitational premiere of Columbia's "The Last Ten Days," prize-winning film directed by G. M. Pabst from the film story by Erich Maria Remarque, will be sponsored by the Overseas Press Club on Tuesday evening at the World Theatre here.

The regular engagement of the film will begin Wednesday, April 11, at the World.

Michigan Unit

(*Continued from page* 1)

Waxman, William Clark, Floyd Chrysler and Lou Mitchel.

The new board of directors consists of Smith, Wetsman, Irving Belinsky, Emmett Roche, Kilbride, Adolph Goldberg, Frank Forman, Mrs. D. Cassidy, Walter Fisher, William Rice, Frank Spang, London, Harold Sharpley, and Martin Newman.

Addresses by Joseph L. Lee, branch manager of 20th Century-Fox, and Mike Simons, customer relations head for M-G-M, featured today's closing session.

Lee's talk dealt primarily with CinemaScope 55, while Simons treated exhibition generally, expressing a prediction of new-theatre building in the near future, particularly drive-ins exceeding in size any now existing.

Support Tax Drive

Harold Brown, appearing as the local chairman for the National Committee for the Elimination of the Excise Tax gained the convention's pledge of Michigan Allied support.

The financial situation of the film trucking service, which is causing Michigan exhibitors concern, was discussed with corporation officers present. A resolution was passed for a committee to meet with the company which is making available its first quarter statements to Allied.

The convention closed tonight with a dinner at the Elmwood Casino, Windsor, at which Hildegarde entertained the guests.

USIA Films

(*Continued from page* 1)

and its foreign policy with relation to European nations.

The Agency's film library in Bonn, McNeil says, contains 400 titles. These films, he points out, have about 20,000 showings monthly, mostly before West German civic, educational and youth groups.

The films range from Agency-produced newsreels to motion pictures on peaceful uses of atomic energy and life in the United States.

McNeil brought back with him a number of Communist films produced in East Germany and samples of Communist pamphlets and posters. One of the films, produced in East Germany during the Leipzig Youth Rally in 1952, shows the intensity of Red indoctrination of youth. As a counter-propaganda, McNeil says, the Information Agency is showing a film which was smuggled out of Latvia by a refugee and which shows living conditions in that Communist-dominated country.

'Shamrock' Deal

(*Continued from page* 1)

by Frank Nugent, stars a cast of Irish players including Noel Purcell, John Crowley, Dennis O'Day, Mai Crain and Maureen Connell, among others. Lord Michael Killanin is the producer associated with four-time Academy Award-winning director Ford on the colorful drama.

TENT TALK

Variety Club News

A blanket reservation from Tent No. 39, of Las Vegas, for Variety Clubs International Convention has won an orchid for Miss Dorothy Smith, the tent's secretary, from First Assistant Chief Barker Martin Levine. Levine, upon receiving a check and reservation from the tent's 48 members, was so pleased he promptly "wired" the orchid to Miss Smith. The convention will be held in New York from May 9 to 12.

△

LONDON—A share of the proceeds from the 1956 Water Rats' Revel, one of the year's biggest and most popular show-business events in England, will go to Variety Club. The event will take place at London's Victoria Palace in October. This will be the third successive year that Great Britain Tent No. 36 has benefited from a Rats' Revel, last year's show having netted the club 600 pounds.

Exhibitor Killed

TACOMA, Wash., April 5.—Arthur E. Morse, 72-year-old motion picture owner-operator of Tacoma, was killed instantly when his car crashed into a pole.

Grosses

(*Continued from page* 1)

week is progressing, with a robust box-office forecast for the weekend, barring any unusually bad weather. Many out-of-towners and vacationing school children with their parents swelled matinee grosses.

Business Good Nationally

Business reports from across the nation were received from circuit spokesmen, with affiliate theatres in key cities. According to an official of American Broadcasting-Paramount Theatres, the box-office is holding up very well, with business slightly better at this point than last Easter Week.

Speaking for Loew's Theatres, both in Metropolitan New York and out-of-town, an official said that by and large, with the exception of a few soft spots, business is better than last year. An RKO Theatres executive said it has been "a nice Easter Week," with business living up to expectations, although not as good as last Easter for RKO Theatres which then featured the high grosser "20,000 Leagues Under the Sea" in many of its situations.

Predictions Fulfilled

Meanwhile, along Broadway, the Warner Theatres, featuring the last week of "Cinerama Holiday" has been swamped with a ticket demand and is doing capacity business, according to a spokesman for Stanley Warner. Earlier excellent holiday grosses estimated in Tuesday's issue of MOTION PICTURE DAILY for other Broadway houses were proven by business, with a few houses doing better than the early estimates.

'Conqueror' Breaks Criterion Record

In six days of its first week at the Criterion Theatre here, Howard Hughes' "The Conqueror" surpassed the previous house record for a full week, it was announced yesterday by Charles B. Moss, owner of the Criterion. Total gross for the RKO picture as of Wednesday was $74,161. Until then the top weekly gross since the Criterion opened in 1937 was $66,000 for "Country Girl" during a Christmas holiday week.

New Haven Cashing In on Borgnine

NEW HAVEN, April 5. — Suburban exhibitors of New Haven, home town of Ernie Borgnine, Academy Award winner for best acting of 1955, are cashing in on the publicity surrounding the star.

Eight neighborhood houses in one of the most extensive saturation bookings to hit that town so far, are playing "Marty," the film that nailed down the award for Borgnine.

Cleveland First Runs Up, Neighborhoods Off in Easter Period

Special to THE DAILY

CLEVELAND, April 5.—Boxoffice-wise, the Cleveland downtown theatres grossed about $17,000 more this post-Easter week than they did in the corresponding week of the previous year. But this year had two outstanding grossers to swell the takes; namely "Alexander the Great," which pulled $25,000 with a steady box-office line for all performances, and "The Man in the Gray Flannel Suit," which drew $20,500. This year there were only two holdover programs compared to three in 1955. Ideal Easter Sunday weather, with sunshine all day, helped business.

Neighborhood Houses Suffer

In the neighborhoods and in many of the surrounding towns, however, exhibitors report business this week is way below that of last year. Owners of theatres in some of the larger surrounding towns report the trend was entirely in the downtown direction. Subsequent run houses "died," they say. Small town business was also reportedly down from last year.

Even drive-ins did not do as well as the fine weather justified. It being the first really fine Sunday of the spring, people were out driving, bumper to bumper, and outdoor theatres were no competition to sunshine.



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WALDORF-ASTORIA — MAY 9-12

REGISTRATION FEES
BARKERS $45.
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ST. LOUIS—Loew's State
WASHINGTON—Loew's Capitol
HOUSTON—Loew's
BUFFALO—Loew's
MIAMI—Florida
MIAMI BEACH—Colony
CORAL GABLES—Loew's Riviera
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MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 68 NEW YORK, U. S. A., MONDAY, APRIL 9, 1956 TEN CENTS

36 Films Slated

Allied Artists' 39-Wk. Billings Show 42% Rise

Broidy Sees Best Year For Company, Industry

By LESTER DINOFF

Allied Artists' domestic billings during the 39-week period of the present fiscal year, ended on March 30, are approximately 42 per cent ahead of the corresponding period of last year, and exceed the entire domestic gross of 1955, it was disclosed here at the weekend by president Steve Broidy, who expressed confidence in the future for his company and for the industry as a



Steve Broidy

(*Continued on page 4*)

UPA Buys Back Cartoons from Col. For Use on TV

United Productions of America has purchased the TV rights to all of UPA cartoons from Columbia Pictures for $200,000 with a view toward using the old cartoons for UPA's TV program to be inaugurated over the CBS network early this fall. Columbia Pictures will continue to release new theatrical UPA cartoons.

Steve Bosustow, president of UPA

(*Continued on page 4*)

TV Film Rights In High Court Case

From THE DAILY Bureau

WASHINGTON, April 8. — The U. S. Supreme Court has been asked to review an Appellate Court decision which said that the telecasting of a prizefight motion picture made in

(*Continued on page 2*)

Television Today

IN THIS ISSUE **PAGE 5**

- **At a preview of his new Telephone Time series, John Nesbitt, whose roots are in Hollywood, tells of his adventures with a utility company and an advertising agency.**
- **Spotlighting the News in Television Today.**
- **Passing in Review—The week's highlights in shows.**

In Joint Investment of $3,000,000

Wilcox to Produce Three for MGM, One for Col. in UK in 12 Months

M-G-M and Columbia Pictures jointly will invest $3,000,000 in four independent productions which will be produced within the next 12 months in Great Britain by Herbert Wilcox.

Wilcox, in describing the three - picture deal with M-G-M and the one-picture deal with Columbia, stated that "this is a tangible demonstration that British - produced films are wanted in this market." The producer said that the three M-G-M films will be produced in wide-screen and Perspecta sound, with joint financing, while the Columbia film also will be in wide-screen with that studio financing the production 100 per cent.



Herbert Wilcox

All four productions will be made

(*Continued on page 4*)

Funeral Services for Mrs. Zukor Tuesday

Funeral services for Mrs. Lottie K. Zukor, wife of Adolph Zukor, founder and board chairman of Paramount Pictures, will be held here tomorrow at the Frank E. Campbell Funeral Parlor, 81st St. and Madison Ave., at noon. Mrs. Zukor, who was 80 years old, died Saturday at Doctors

(*Continued on page 2*)

'Satisfactory Talks' On Italian-U.S. Film Status by Johnston

Major aspects of the current Italian-American film situation were discussed in Rome "with satisfactory results," by Eric Johnston, president of the Motion Picture Association of America," according to a cable received here at MPAA headquarters at the weekend.

Johnston, reporting on his Rome visit, said he had a long discussion with Italian president Giovanni Gronchi and also with undersecretary Brusasca and other top Italian government and film industry officials. At the Motion Picture Export Association reception, Johnston, who also is MPEA president, reported that the affair was attended by Ambassador Luce, her husband and other top Embassy and Italian government offi-

(*Continued on page 2*)

Goldberg to Leave IFE for Jacobs Post

Fred Goldberg, advertising and publicity manager for IFE Releasing Corp., has reportedly resigned his position to join the Arthur Jacobs Agency here. Goldberg, who has been associated with IFE for three years, will leave on April 27.

Growing Bond

Blank to Speak At Int'l Meet Of Exhibitors

Reade Tells of TOA Global Rental Study

By MURRAY HOROWITZ

The growing mutuality of interest of exhibitors throughout the world was stressed here at the weekend by Walter Reade, Jr., Theatre Owners of America director, who announced that TOA president Myron Blank will address the general assembly meeting of the Union Internationale de L'Exploitation Cinematographique in Paris next month.



Walter Reade

Reade, former TOA president, also announced that the British

(*Continued on page 2*)

$1,000,000 Available To Continental for European Product

The availability of more than $1,000,000 to Continental Distributing, Inc., for the acquisition of new European product, was announced here by Frank Kassler, president, and Walter Reade, Jr., chairman.

Reade, also head of the circuit bearing his name, also announced that he expects to reopen the Park

(*Continued on page 4*)

Logan to Produce Series for Warners

From THE DAILY Bureau

BURBANK, Calif., April 8.—Jack L. Warner, executive producer, announced that a contract has been finalized with Mansfield Productions for Warner Bros.' presentation of a series of pictures to be produced and

(*Continued on page 4*)

PERSONAL MENTION

ARTHUR M. LOEW, president of Loew's Inc., and CHARLES C. MOSKOWITZ and HOWARD DIETZ, vice-presidents, will arrive in Hollywood today from New York.

•

SPYROS P. SKOURAS, president of 20th Century-Fox; general sales manager ALEX HARRISON, vice-presidents CHARLES EINFELD and WILLIAM C. GEHRING, and Eastern sales manager C. GLENN NORRIS, returned to New York from Hollywood over the weekend.

•

ALFRED H. TAMARIN, assistant national director of advertising, publicity and exploitation for United Artists, will return here today from Florida.

•

MARTIN HELLER, of the RKO Radio Pictures legal department, has become a father for the fourth time with the birth of a son to his wife.

•

ERNEST EMERLING, advertising and publicity director for Loew's Theatres, has arrived in Cleveland from New York.

•

HERBERT WILCOX returned to London from New York over the weekend.

•

AILEEN BRENON of Brenon & Morgan Associates will leave here today for Hollywood.

Holdovers Continue On 'The Conqueror'

Seventy-seven per cent of the first engagements of RKO's "The Conqueror" were extended for a minimum of three weeks, according to Walter Branson, vice-president. Holdovers continue in all of its 158 Easter dates, he said.

The first week's gross at the New York Criterion was $82,360. Receipts for the final day of the initial week totalled $8,199. The picture played six weeks in Chicago and five-and-a-half weeks in Philadelphia.

Schimel Honor Guest At UJA Luncheon

Adolph Schimel, vice-president and general counsel of Universal Pictures, will be guest of honor at the amusement industry's annual luncheon May 23 at the Park Hotel for United Jewish Appeal of Greater New York.

Chairman of the UJA division for the past three years, Schimel will be acknowledged for his efforts in behalf of the organization.

TV Film Rights

(*Continued from page* 1)

1936 was an invasion of the privacy and property rights of one of the boxers.

The suit was originally brought against Philco Television Broadcasting Corp. and Chesebrough Manufacturing Co., by Albert Ettore, who fought Joe Louis in 1936. The film of this fight was telecast in 1949 and 1950 over Philco's Philadelphia TV station.

The District Court threw out the case, but it was taken on appeal to the Third Circuit Court, which then reversed the decision. The brief, which was filed with the Supreme Court over the weekend, declared that a decision in this case may play "a vital part in future rights to televise old motion pictures having amusement interest." The brief also stated that the Appellate Court decision in the Ettore case was in conflict with the Roy Rogers and Gene Autry suits, in which the actors tried to stop Republic from selling their old films to TV.

The brief maintained also that Ettore did not sign any reservations for future use of the picture and asked how, on that basis, the lower court could create new property rights.

Para. Gets Air Plugs

Five current and upcoming Paramount films will have sustained promotion tomorrow on the NBC coast-to-coast "Weekday" program. Edith Head, studio fashion designer, will appear on the program to discuss "Anything Goes," "The Rose Tattoo," "The Birds and the Bees," "The Man Who Knew Too Much" and "Funny Face."

Canteen Donates Funds

HOLLYWOOD, April 8. — The Hollywood Canteen Foundation has donated $100,000 to the University of California at Los Angeles (UCLA) as a revolving fund for needy medical students, it was announced by chairman Jules Stein. Another contribution of $51,000 was given to UCLA by the Canteen from its original funds.

'Wonders' Tonight

"Seven Wonders of the World," the third Cinerama adventure produced by Lowell Thomas, will open tonight at the Warner Theatre here to an invitational audience.

Nancy Turner Married

Nancy Nason Turner, daughter of Terry Turner, RKO Radio executive, was married here on Saturday in the Lady Chapel of St. Patrick's Cathedral to Harold F. Stone, Jr., of Whitestone, L. I.

East to Meet West At Marsh Testimonial

CLEVELAND, April 8.—Some 200 representatives of all branches of the industry will come here from Hollywood and New York to join Ohio exhibitors in a testimonial dinner tomorrow night celebrating Ward Marsh's 40th anniversary as the *Plain Dealer* film critic. Coming from Hollywood with George Murphy, who will emcee the affair, will be Jerry Wald from Columbia; Barrett Kiesling, Howard Strickling, Frank Whitbeck of M-G-M; Rufus Blair, Teet Carl of Paramount; Joseph Reddy of Walt Disney Studios, and Harry Brand of 20th Century-Fox studios.

New York Well Represented

The New York delegation will include Stanley Warner president S. H. Fabian; Charles Einfeld, 20-Fox; Richard Altschuler and John Curtain, Republic; Charlie McCarthy, Morie Krushin, UA; Jerry Pickman, Paramount, and Charles Simonelli, Universal.

Ohio Governor Frank J. Lausche and Cleveland Mayor Anthony Celebrezze are among the scheduled speakers.

Mrs. Zukor Funeral

(*Continued from page* 1)

Hospital following a long illness. Burial at Mt. Hope Cemetery, Westchester, will be private.

Mrs. Zukor was well known to members of the industry in all parts of the world, having accompanied her husband in his business travels over the years.

The Zukors were married in 1897 in Chicago, where Zukor was in the fur business at the time. Mrs. Zukor, a native of Hungary, came to this country at an early age with her parents, who settled in South Dakota.

Surviving, in addition to her husband, are a son, Eugene Zukor, Paramount executive, and two daughters, Emma and Mrs. Mildred Zukor Loew, as well as grandchildren and great-grandchildren.

Murphy to Cannes

George Murphy, M-G-M actor who in recent years has been serving in a public relations capacity for the studio, has been selected by the State Department as the official U.S. government representative to the Ninth International Film Festival at Cannes, France, April 23-May 10.

Shepherd Joins Col.

Dick Shepherd, associated with MCA for seven years, lately in charge of its New York motion picture department, has been signed by Columbia Pictures as its studio talent executive, succeeding Max Arnow, recently resigned.

Blank to Speak

(*Continued from page* 1)

exhibitor organization, Cinematograph Exhibitors' Association, has invited Blank to address a CEA meeting in London. Both Reade and Blank departed for Europe at the weekend and are expected to be away for four or five weeks.

Reade said Blank will make his address to the international exhibitors organization in Paris sometime during their sessions, which run from May 2-5. Both will attend the Cannes Film Festival, slated for April 23-May 10. At Cannes, Reade said, they will be joined by E. D. Martin, TOA chairman of the board. Reade added that he may be present in Paris and London, with Blank, for the exhibitor meetings.

Studying Film Rentals Abroad

TOA, which is a member of the international exhibitors organizations, has been exchanging information on film rentals charged outside the U. S. as well as governmental regulation of film rentals, Reade said. Blank he went on, is continuing his study on the governmental regulation of film rentals issue. In the U. S., TOA has failed to support Allied States in the latter's proposal that film rentals be regulated by the government, although having a working agreement in other areas.

Johnston Talks

(*Continued from page* 1)

cials, in addition to business and film executives. Johnston also was the guest of honor at a luncheon tendered by the Italian film industry.

Although Johnston did not spell out the "major aspects" discussed, one of the current issues is the withholding of permits until what the Italian call enabling legislation is enacted. Johnston, who was scheduled to visit Paris enroute home, is due in Washington today.



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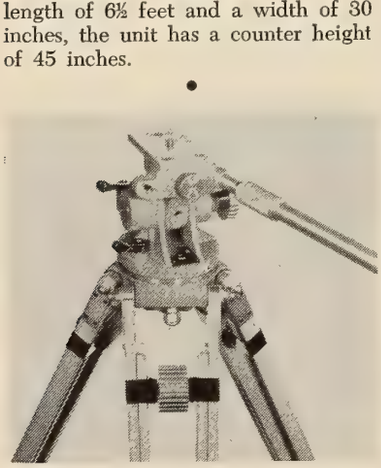
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In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE Charles E. Hires Company, Philadelphia, has a new snack bar for theatre service of frankfurters and the famed Hires root beer. The unit contains a 45-gallon Hires Keg, a 7-cubic foot refrigerator, a thermostatically controlled bun warmer and an automatic roller grill. With a length of 6½ feet and a width of 30 inches, the unit has a counter height of 45 inches.

•



This is the S. O. S. Junior Tripod—a new medium-weight tripod recently introduced by S. O. S. Cinema Supply Corporation, New York. Its features include single leg-tightening knobs for quick and easy leg adjustments; a two-position offset pan handle for left or right hand use, adjustable to any length; and a camera tightening knob located on the outside so it can be easily grasped. Aluminum leg supports, positive pan and tilt locks, tie-down eyelets and solid hardwood legs for smooth telescoping action are also included. The tripod weighs only 14 pounds; has a high spread of 75 inches; and a low spread of 41 inches.

•

"Dyaliscope" is the name of lenses for photographing pictures in CinemaScope now available from Vidoscope-Walter Futter, New York. The anamorphic lens can be fitted by means of a simple adapter in front of the spherical lenses of standard cameras. There is also a view-finder designed to make it possible to see, while the pictures are being shot, the expanded picture, exactly as it will be seen on the screen.

Allied Artists' Billings

(*Continued from page* 1)

whole. Broidy, who said that foreign grosses of the company are "keeping par" with the U. S. advances in billings, disclosed that the 39-week billings totaled $8,663,000. The entire 1955 U. S. billings totaled $8,615,000, he said.

In revealing that AA will distribute about 36 films this year, Broidy said that the company's production program "is based on the turnover of our money. The improvement in AA product—quality and in number—and the understanding of our customers enables us to lay our biggest and best plans. The product from our company, and that of other companies, starting in June, will enable exhibitors to have their best year ever and the good business may carry over into the following year."

Praises Merchandising Effort

The AA president, in praising the accomplishments of the AA team, also cited the improvement in merchandising of product at the point of sale. This has come about from the number of percentage deals which are being made on pictures, he said. Broidy also revealed that the company is now cutting "Friendly Persuasion"; John Huston will begin production on "Typee" in July; Billy Wilder will produce "Ariane" in August; Humphrey Bogart plans to begin production of "Underworld, U.S.A.," in September, and that the "Hunchback of Notre Dame," with Anthony Quinn and Gina Lollobridgida is currently ending production in Paris.

Broidy, who recently returned from Chicago where the company conducted its national sales convention, denied reports that Allied Artists has any plans to merge with any other film company. He said that AA has entered into distribution deals with RKO Radio Pictures in certain foreign territories because the number of licenses afforded AA precludes the company's setting up of its own offices.

Disclosing that he plans to return to the Coast early this week, the AA president said that the company is reviewing its plans to build a studio due to a revision in costs; that a deal to acquire "Popeye" cartoons from King Features "is still up in the air, and that Ralph Branton of Interstate Television is handling that project, and that the company has no immediate plans to sell more product to television."

Decries Anti-Trust Suits

Broidy also made mention of the "large amount of money which AA is wasting on legal fees," adding that "since we joined the Motion Picture Association of America, the company has been included in many anti-trust suits in which we have done nothing to the exhibitor who brought about the suit. It isn't the exhibitor's fault, but his attorneys who just list the association's membership in the complaint. By the time we get ourselves cleared, it costs us a few thousand, all wasted." Broidy said that he had written to the heads of the Theatre Owners of America and to Allied States Association referring to this situation, but has had no reply.

Wilcox-MGM

(*Continued from page* 1)

under the banner of Wilcox's Everest Films and Imperadio Pictures. For M-G-M, Wilcox said that he will produce "Eastern Approaches," "The Battle" and a third picture, yet to be decided upon, and "Sitting Duck," for Columbia, a film with a $1,000,000 budget.

Wilcox said that this four-picture production program "will be considered a 'shot in the arm' to the British production industry as there is a credit squeeze in force, a hardening of the pound."

Commenting on his other activities here in New York, the British producer said that he made a deal with George Schaefer to take over the U. S. distribution of his "My Teenage Daughter;" with United Artists to handle the Western Hemisphere distribution of his "King's Rhapsody," and with Noel Coward to present his wife, Anna Neagle, on three 90-minutes color television spectaculars during the 1956-57 programming season.

$1,000,000 Available

(*Continued from page* 1)

Avenue Theatre in New York in the early fall. The theatre again will serve as a showcase for "international product," he stated.

On Continental affairs, Reade said that over 14 individual exhibitors and exhibitor groups have joined the so-called "Continental Plan," by which exhibitors can participate financially in the company's operations. He credited the plan for making available more than $1,000,000 to Continental.

Reade, who left for Europe at the weekend, will attend the Cannes International Film Festival and visit key production centers in Europe for product. He said the over $1,000,000 will be used for outright purchases of films, distribution rights to films, and for co-production deals either abroad or in the U. S.

Reade and Kassler said their latest British import, "The Ladykillers," will gross over $1,000,000 in the U. S. Kassler estimated the gross on "To Paris with Love," another Continental release in the U. S., at $550,000 to $600,000. Both Continental officials stated their belief that Continental could handle Hollywood product "no of the smash hit, blockbuster" category, exceptionally well. Continental expects to have nine features for release in 1956, Kassler stated.

Broidy Frowns on Controlled Rentals

"A man has the right to go anywhere he wants to seek a cure for his pains," Steve Broidy, president of Allied Artists, said here in commenting on the Allied States Association proposal to seek Federal regulation of film rentals.

Broidy said that "I have never seen any industry legislated into a success. I hope they make the right decision."

UPA Buys

(*Continued from page* 1)

Pictures, Inc., reported the negotiation last Friday at a press conference preparatory to leaving for London where both he and Ernest Scanlon, vice-president, will set plans for the opening of a UPA office there.

Commenting on the forthcoming TV program, Bosustow said some 20 UPA cartoons among those purchased from Columbia Pictures, will be shown during the 52-week half-hour program. A seven-year partnership contract between UPA and CBS has been signed, it was stated. The program has an annual advertising cost of $1,638,000. The program format as outlined by Bosustow calls for two six-minute "featurettes" and three three-minute vignettes.

TV Revenue High

Seventy-eight TV featurettes have been finished to date, Bosustow added, while 20 more are in the planning stages. Meanwhile, Bosustow said both the enlarged New York office and that in Burbank, Cal. will continue to produce motion picture, commercial, TV spot, industrial and educational films. Scanlon estimated that TV sales production revenue exceeds that of motion picture cartoon production by a four to one ratio.

Logan to Produce

(*Continued from page* 1)

directed by Joshua Logan. The deal calls for a number of important feature pictures in six years. Many top story properties are in consideration, Warner said.

The first of the Mansfield Productions will be made following Logan's direction of "Sayonara," the forthcoming William Goetz production for Warner Bros.

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2:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

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IN SUPERSCOPE 255
2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

he Busy Week

Upcoming is a busy week in nicago, the highlight of which ill be the annual convention of e National Association of Radio id Television Broadcasters next nday through the following ursday at the Conrad Hilton otel. Just preceding, concurrent ith and in conjunction with that nvention will be a number of her important events. This Fri-y and Saturday 277 representa-ves of 166 stations affiliated with BS-TV will be meeting there to ar departmental project reports id plans for future activities. nday, Robert E. Kintner, presi-nt of the American Broadcasting ompany, scheduled to make the nvention's Keynote Award ad-ess, will call to order a meeting ABC radio and TV affiliates. ne same day, the NBC brass will holding forth at the Merchan-se Mart in the ceremonies that ll mark the inauguration of the twork's first all-color TV sta-on, WNBQ. And these, more or ss, will simply be in the nature warm-up activities.

AB Activities

The National Audience Board nounces as the "first step in its organization, necessitated by the owing interest of public groups d individual citizens," the ap-intment of Bernard F. Kamins executive vice-president. Mr. mins, who has his own public lations - advertising consultant ency in Beverly Hills, previously s served as West Coast coordi-tor of the NAB. The non-profit, n-political organization current-is active in the negotiations on e new television production code. ee editorial.)

Pursuit of Color

One segment of NBC-TV's Wide ide World (subtitled "In Pursuit Happiness") next Sunday should aphically illustrate that net-rk's tireless pursuit of color. ie segment will originate from NBQ, Chicago, and mark the ition's conversion as "the na-n's first all-color TV station." hand will be Robert W. Sar-ff, president of NBC, and Jules rbuveaux, NBC vice-president d general manager of WNBQ, o will be host to visiting NBC n as well as many guests in town to attend the NARTB convention. The $1,250,000 color conversion job at WNBQ actually will result in about seven hours of color programming daily. The only programs not to be colorcast will be network black and white shows, local remotes and some film presentations. Besides its national Wide Wide World kickoff, the color station's inaugural is getting big local promotion throughout that amorphous area which Colonel Robert R. McCormick called Chicagoland. It will be interesting to see what effect WNBQ's conversion has on sales of color receivers in Chicagoland. If all goes well, it will undoubtedly speed up similar NBC color conversion projects in New York and Los Angeles.

New Policy

▶ Without mentioning any sums, Guild Films announces that it has acquired "full television rights" to the works of Jack London and plans an almost immediate start on the production of 39 half-hour films based on the character Captain Grief. Another series also is planned, based on another London character, while other of his works will be converted into one-shot dramas, either live or film. The only other comparable "blanket" acquisition of rights were Republic Pictures' deal for Sax Rohmer's Fu Manchu and TPA's for Tugboat Annie. Guild says the London deal represents a new policy and that rights now are being negotiated for other important literary properties, to form the basis of two more film series.

On Going to Court

▶ A state-by-state survey of the freedom of access status in each state, to determine where problems lie in this field, was approved a week ago Friday by the Freedom of Information Committee of the NARTB, meeting in New York. Chairman Robert D. Swezey, WDSU, WDSU-TV, New Orleans, who presided, also reports the committee voted to have the NARTB publish a brochure detailing "the techniques and placement of broadcast equipment for court trial coverage and demonstration." This will reflect the composite experience of broadcasters covering court cases in Denver, Oklahoma City and Huntington, W. Va. In the same vein, the committee wants to give wider distribution to that recent Colorado Supreme Court decision which gives individual judges the discretion to determine whether radio and television should be permitted to cover a particular trial.

Success Story

▶ That lonely, sensitive slave, the writer, whose self-doubts and gaudy day dreams comprise the world's storybook, finally is writing his own success story. In its March bulletin, the Writers Guild of America reports that television writer income increased from $1,441,500 for the 10 months ended January 31, 1955, to $4,583,500 for the ten months ended April 1, 1956. Other statistics: the highest number of television writers employed in any week during February, 1955, was 79; comparable figure for February, 1956, is 276. The number of writers writing for independent TV film producers in February, 1955, was 45; this year, 129. The WGA also notes, with some apprehension, the recent "backlog" sales of major theatrical films to TV, which, of course, could compete with new TV product. It says, however, that the

(*Continued on page* 7, *column* 3)

In Our View

THERE would appear to have been sound and constructive thinking applied to the newly developed television production code which is now ready for submission to interested industry parties for comment and reaction. It is interesting to note that in large measure the new code, which differs from that in operation under the aegis of the National Association of Radio and Television Broadcasters, is patterned very closely after the motion picture industry's Production Code, which has stood that industry in such good stead these twenty-six years.

There seems to have been effected, according to observers, a modern application of the basic principles of common decency in this new code, which is as it should be. A code of this character, which is not fully cognizant of today's life and way of living, is utterly useless before it starts, and cannot be expected to attract either favorable reaction or even a degree of responsive adherence by those involved.

There is reference in the new code, prepared by a group of TV film producers with the networks observing, to narcotics, to commercials and to liquor use, among other things, but in general in these instances typically, the attempt has been made to lay down basic terms which are liberal and intelligent and in no case difficult of obedience by right-thinking producers.

It is the hope of the promulgators of the new code to have the Academy of Television Arts and Sciences take over as sponsor, so to speak, of the code. That is all to the good. It is the kind of thing a well-operated Academy could and should administer for the general good of the whole industry. In any case, this new set of suggestions merits the full and careful consideration of everyone in the industry, and it is devoutly to be hoped that one day there will be a single code for the entire TV industry, one which will command the respect and ready response of all.

—Charles S. Aaronson

Passing in Review

SOMEBODY IS PASSING UP A GOOD BET: that is, the formation of, say, a weekly series of 39 shows devoted solely to the presentation of awards. One week it could be the Oscars, the next week the Emmys, etc., correlated and packaged for single sponsorship for the convenience of all concerned. There are at least 39 different awards in and around this industry each year, and such a move would practically be in the nature of public service programming. This is all brought to mind by WABD's 90-minute coverage of the legitimate theatre's Antoinette Perry awards a week ago, Sunday (April 1.).

The Perry function was certainly not the worst of the awards shows, and, when Paul Muni came on stage, it ranked as one of the best. It also was sponsored by a generously unobtrusive Pepsi Cola and tastefully produced and directed by Barry Shear, including the effective, moody fadeout on a Broadway closing up for the night.

Other viewing in the week was random, ranging all the way to CBS-TV's excellent, on-the-record account of the court martial of Billy Mitchell and the testing of an F-100 jet fighter, on the final Omnibus of the season, April 1 from the continuing adventures of Sgt. Preston, same network, Thursday, March 29. Like Cleopatra, the sergeant's infinite variety is not withered by age nor staled by custom. He should go on for a long time. On the same network, same night, Brandon de Wilde and Patty McCormack effectively carried the gossamer load of Rumer Godden's "An Episode of Sparrows" on Climax. Pop Stoneman, who seems to have been on NBC-TV's Big Surprise since 1902, proved how unaffecting can be the spectacle of a man losing $20,000 (Saturday, March 31). Monday night Paul Coates offered another of his singularly interesting Confidential Files on WPIX, dealing this time with the "Heist Man." Also:

PRODUCERS' SHOWCASE: "The Barretts of Wimpole Street." NBC-TV, 1½ Hours, 8 P.M., EST, Monday, April 2, 1956. Live, in compatible color, from New York. For Ford and RCA Victor.

If "The Barretts of Wimpole Street" is accepted, as it must be, as a triumph, once again, for Katharine Cornell in her first television appearance, it must also be reckoned a triumph as well for the television medium. For here, in actuality, was something of a test for TV. That Miss Cornell was, as she has been on the stage for so many years, a brilliant Elizabeth Barrett, was a surprise to no one. But that the play as a whole, that Miss Cornell's Miss Barrett, and the most excellent presentation, should come through to the living room so effectively, is a fine example of the scope and potentiality of television. The production was well nigh perfect, the cast, completely, no less so, inclusive of Anthony Quayle's restrained yet powerfully alive Browning; Henry Daniell's brilliantly vicious, Freudian-driven and tragic father; and such as Nancy Coleman, Margalo Gillmore, Brenda Forbes, Edward Hunt and all the rest. Guthrie McClintic produced, staged and adapted the play for his wife's TV debut, and apparently found no slightest difficulty with the, to him, new medium. Everyone involved may well take a bow for a skillful production and fine performances.

AS THE WORLD TURNS, CBS-TV, ½ Hour, 1:30 P.M., EST, Wednesday, April 4, 1956. Live, from New York. Procter & Gamble.

When Adolph Zukor bought "Queen Elizabeth" in 1912 for $50,000, everybody thought he was crazy. Nobody, they said, would sit through such a thing as a multiple-reel feature. Something like this comes to mind with the debut last week on CBS-TV of two five-days-a-week, 30-minute soap operas, "As the World Turns" and "The Edge of Night," both for Procter & Gamble sponsorship. It may be tempting fate, but one reviewer, at least, thinks 30 minutes is too long for this kind of continuing drama. Last Wednesday's episode of "As the World Turns" revealed no new wrinkles in the wash of daytime drama. Although the performances and the physical production certainly are as good as any in the 15-minute school, the writing and dramatic invention seem simply to have been stretched to take up more time. No attempt is made to complete an episode each day, which, of course, would be defeating the original purpose. Only in its third day, "World" Wednesday had the look of a veteran show: it was technically smooth and the plot entanglements already thick. The young son of the family is involved with an "older" girl and his attractive aunt (star Ruth Warrick) is hopelessly involved with a married man. Charles Fisher is producer.

THE GOLDBERGS: "Reach for the Moon." WABD, New York, ½ Hour, 7:30 P.M., EST, Thursdays. Film. For Old Dutch Coffee.

That homely, lovable, sympathy-inspiring and wholly natural "next door neighbor" who was Molly Goldberg in the original radio presentation of this famed series, is no less effective, no less natural and no less entertaining in the TV films by Guild Films. When Gertrude Berg's locale was moved from a New York apartment to Haverhill, U.S.A., the environment was changed, broadened and made more engaging to more people, but the folks involved continue the same. In this particular number of the series, an amusing takeoff on "The $64,000 Question" finds Molly entering, going far but risking all to help relatives in need. And when she loses, even the mink coat consolation prize is turned into cash for the same purpose. Robert H. Harris (Jake), Arlene McQuade (Rosalie), Tom Taylor (Sammy) and Eli Mintz (Uncle David) are in capable support. Marc Daniels directs and William Berke produces. It's an entertaining slice of life, for any audience.

OUTLOOK. NBC-TV, ½ Hour, 2:30 P.M., EST, Sunday, April 1, 1956. Live, originating in New York.

Chet Huntley, NBC west coast commentator, who is the editor and chief commentator on this new news program, brings to his assignment an incisive manner, good voice and sincere delivery. The format is good, in that it offers what might be described as feature stories, but it is weak in its effort to bring the news of the moment to the viewer by remote from various cities. If this first program is to be typical, an effort must be made to make that spot news more selective as to importance or be dropped altogether. The feature material included disposal of atomic waste (good), what Congressmen do after defeat (unimportant), Senator Eastland on integration, two years ago (significant) and a news moment from Cyprus (effective and timely). Joseph O. Meyers, NBC News manager, supervises, Reuven Frank is producer. The show has possibilities, but the material must be uniformly stronger.

GANGBUSTERS: "The Phantom." WABD, New York, ½ Hour, 3 P.M., EST, Sunday, April 1, 1956. Film. For Bakers Instant Chocolate.

The highly successful radio series by Phillips H. Lord, under the "Gangbusters" tile, is on television, and a competent production job and good performances make it effective material of its kind. In this instance is recounted the story of a "phantom" holdup gang chief, who arranges big—and successful—stickups with an intelligently careful avoidance of clues. But the FBI sets a trap and following the almost successful holdup of an armored car, the phantom is caught.

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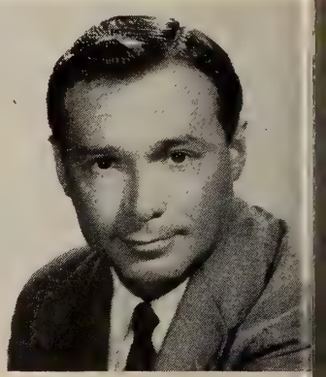
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Who's Where

Last week these changes:



NOW HE'LL SELL NBC films. Alan Livingston next Monday goes fr Capitol Records, where he was execut vice-president, to NBC's Kagran Cor ration as president. Alfred R. Ste assistant to the NBC president, becor a vice-president of Kagran, in charge the NBC Theatrical Division (N Opera.)

JOSEPH L. MERKLE has rejoin the American Broadcasting Co pany as regional manager in t TV Station Relations Departme **ALFRED R. BECKMAN**, direct of ABC-TV Station Relations, h announced. Mr. Merkle was f merly general manager of WT Radio and Television, Minneapo

WILLIAM ADLER, former p gram director for WABD, h been named sales manager for t DuMont station, it is announc by **TED COTT**, vice-president the DuMont Broadcasting Cor ration.

ALAN SCOTT, emcee of Chan 3's "Let Scott Do It," has be signed to a new two-year contra it is announced by **LLOYD YODER**, vice-president and g eral manager of WRCV a WRCV-TV, Philadelphia.

JACQUES SAMMES has join CBS-Owned Stations Promoti Service, a unit of the CBS-T Network Advertising and Sa Promotion Department, as a co writer, it is announced by W **LIAM P. GOLDEN**, creative dir tor of the department.

WILLIAM DAVIS has been nam to the new post of director of m chandising for WATV, Chan 13, and for radio station WAA Newark, N. J.

EMERSON S. COATSWORTH h been named assistant general ma ager of Motion Pictures for Te vision (Canada), Ltd., it is a nounced by **T. ALEX METCALF** general manager. He was forme film procurement officer for the T film service of CBC. He beg his new duties April 17.

WILLIAM L. WALKER, auditor the National Association of Ra and Television Broadcasters, h been named an assistant treasur

Nesbitt Finds Television A Congenial Medium



TV Today

Hal Roach, Jr., John Nesbitt, Walter Straley, A.T.&T.; S. B. Cousins, A.T.&T.

y FLOYD STONE

The scene was New York's plush Savoy-Plaza Hotel, and the man of e moment was John Nesbitt, the noted TRUE short story teller, whose Passing Parade" motion picture and radio series were notable. At this oment he was host at a screening of the first two of his new half-hour levision series of "true" stories, for the Bell Telephone System, and tled Telephone Time (Sunday 6 P.M., EST, over CBS-TV).

His asides, impromptu and origi-al, before he posed with the gen-emen above, caused some of the gh A. T. & T. and N. W. Ayer gency brass to smile, first awk-ardly, then with relief, as he told several surprises—for himself. He found, he said, the gentle-en of the utility company co-perative, patient, intelligent and ot so stuffy. Although they had enty of money, they saddened m by wanting value for stock-olders, strictly. They appreciated ovelty, and even a measure of elevance to matters currently in ublic discussion. Civil liberties, r instance, as in "The Man with e Beard," which emerges as a eatise on intolerance. The im-igrant's struggle for recognition, d his pride in achievement, as "The Golden Junkman."

Mr. Nesbitt even had kind words r the account executives of N. W. yer. They had intelligence as ell as suavity, and after struggle, ere was enlightenment on both des.

Mr. Nesbitt, it will be seen, ade a mark. So did executive oducer Hal Roach, Jr. next to m above. Mr. Roach filled in reening moments potentially kward (as the sound machinery uttered and fainted) with a story what makes audiences run. It's long one, about a red light and oke pots and the showman's amble.

The men pictured with Mr. oach and Mr. Nesbitt are Walter traley, A. T. & T. assistant vice-resident, and S. B. Cousins, vice-resident.

According to present plans, a aximum of 39 stories will be amatized in the first year the program is on the air, 13 to run as repeats during the first 52 weeks. Each show will be introduced by Mr. Nesbitt, who makes his television debut as story teller for "Telephone Time." In his introduction he will show what he calls "clues" to the story, objects which have a special connection with the central character.

Now to the first two programs, as screened. Mr. Roach's studio, producer Jerry Stagg, director Roy Kellino, cameraman Paul Ivano, and of course Mr. Nesbitt have contrived in the first two at least, technically clean production, sight and sound, and a slickness in dramatic presentation.

They also have worked for understanding by all, using for character and situation portrayals brush strokes in some instances perhaps too broad. In "The Golden Junkman," the first, which yesterday started the Sunday series, Lon Chaney is a stock Armenian, and his sons, whom he educates at military school so they come to despise him, are stock snobs. Still, there is impact and poignance as the millionaire immigrant puts himself through college and onto their educational level, and as they feel shame and discovery and elation.

In "The Man With the Beard," the story of Joe Palmer, Massachusetts farmer, whose townsfolk persecute him for letting his beard grow (they fear his nonconformance and even suspect subversion) —Walter Coy struggles with dialogue a trifle overwrought and situations a bit too compressed to be believable. Still, as the madness passes, and he accepts his fellow countrymen despite their sins, and as some of them seem taught tolerance after terror, the pattern emerges in relation to our times, and this becomes, as Mr. Nesbitt put it, a venture "upstairs" which is indeed tolerable.

Bell Telephone commercials are at the beginning, middle, and end, and N. W. Ayer has produced them smoothly, relevantly and powerfully, yet inoffensively and even unobtrusively.

SPOTLIGHT

(Continued)

situation is not as bleak as appears at first glance. Many of the films are dated and cannot compete in prime evening times spots. The most serious threat is from the post-1948 films and here the WGA has an ally in "the powerful theatre owner organizations" which are fighting any large-scale release to TV. Right now the Guild is negotiating on the TV release of 83 post-1948 films sold by RKO.

Limits in Canada

► The Canadian Broadcasting Corporation's Board of Governors has recommended limits on the further expansion by foreign interests in radio and television in Canada. The board suggested to the Department of Transport that it adopt the U. S. provision which limits alien interests in U. S. broadcasting stations to 20 per cent of the total investment, but the matter probably will be thoroughly reviewed by the Royal Commission, recently appointed to study the Canadian industry. It's slightly ironic that the matter was brought to a head when the CBC board approved an application of RKO Distributing Corporation of Canada, subsidiary of the U. S. company, for transfer of 2,677 common shares in Western Broadcasting Company, Ltd. The latter operates station CKLW and CKLW-TV, Windsor, Ont. The transfer gives RKO about one-third interest in the stations.

Night and Day

► The way may have been pointed by those stations which, in desperation, scheduled old feature films in all time spots from dawn to midnight and found, to their surprise, that people were looking at them. This spotting of nighttime shows in the daytime—dramatized by NBC-TV's high calibre Matinee Theatre—now reaches its more practical level: CBS-TV announces that beginning next Monday its 10 to 11 A.M., EST, period will be handed over to two proved re-runs, My Little Margie, followed by Amos 'n' Andy. At the same time, NBC announces it has purchased 98 chapters of Joan Davis' I Married Joan, originally seen between 1952 and 1955, for the 5 to 5:30 P.M., EDT, time spot, beginning May 5. All three shows, originally seen once a week, will be in the Monday-through-Friday category.

TV DIRECTOR MUST BE AN EXECUTIVE

HOLLYWOOD: "Today's live-television director must have executive ability in order to function as a creative individual." This remark, made by ***Albert McCleery,*** executive producer-director of NBC-TV's "Matinee Theatre," was repeated by ***Laurence Schwab, Jr.,*** one of "Matinee's" staff directors, to preface the details and problems he encounters on the job.

A TV director should have a full knowledge of the business in order to facilitate the problems of the producer, said Mr. Schwab. "Some directors want to be all 'artsy-craftsy,' but this won't get the show directed and on TV within the time limit alloted for preparation. Especially, for the type of important hour-length shows 'Matinee" delivers daily," he pointed out in a time-out-for-a-cigarette interview.

The young, bespectacled director, who counts among his credits radio's "Falcon" series, St. Louis Municipal Opera summer shows, TV's "The Clock," "Lights Out," "Amazing Mr. Malone" and "The Kate Smith Hour," is also mindful of his position in relation to all of the guilds, crafts and unions that work within the realm of his supervision. He spoke of the necessity of having a complete understanding of the rules and regulations governing the technical crews in order to invite their fullest cooperation, thereby achieving a show that flows evenly in its bid for quality. Such quality has already found its mark through the recent award of an Emmy to "Matinee" as Best Daytime Program.

A live-TV director must be able to handle all sorts of actors. He must have the ability to communicate with and penetrate the minds of method actors, night club actors, technical actors, arty actors and film actors, Mr. Schwab outlined as part of the know-how expected of the director.

"In live-TV more 'on-the-spot' decisions are made than in radio, films or the theatre. Such decisions are necessary to expedite dealings with at least 100 more people than one may handle in the allied fields. You get asked 200 questions a day, and you have to keep the whole picture, the concept of your show in your mind, and fit your answers into that concept," Mr. Schwab emphasized.

"You must have a knowledge of planning and business, because there is no margin for error in live-TV," the director concluded.

SAMUEL D. BERNS

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.



MAMIE'S coming soon to <u>all</u> the best houses. The boys and girls will be lining up early to watch this dance-hall queen in action, so get your date in today!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 69 NEW YORK, U. S. A., TUESDAY, APRIL 10, 1956 TEN CENTS

'or 'Oscars'

'eeks to Drop elecasting of ominations

'ill Present Proposal o Academy's Directors

A proposal which may eliminate e future telecasting of the Academy vard "Oscar" nominations may be ommended to the board of direc- s of the Academy of Motion Pic- e Arts and Sciences which will et shortly in Hollywood, it was ted here yesterday by producer orge Seaton, Academy president. Seaton, who currently is in New rk in connection with the Ford undation production of "The illiamsburg Story," stated that it sts approximately $800,000 to tele- e both the nominations and the scar" presentation programs over facilities of the National Broad-

(*Continued on page 4*)

oddSilenton oviet Report

From THE DAILY Bureau

HOLLYWOOD, April 9. — Mike dd today declined to comment this time" on reports that he is gotiating or has concluded nego- ions with officials of Soviet Rus- on a production arrangement der which he would produce "War d Peace" in Russia with that na- n's cooperation.

Todd, however, stated that an an-

(*Continued on page 4*)

.Y. Theatres Again re Invited to Join ummer Festival

New York theatres will be asked join the city's 1956 Summer Fes- l program again this year, mas W. MacLeod, president and irman of the New York Conven- and Visitors Bureau, announced e yesterday at a press conference. MacLeod said that theatres will be

(*Continued on page 4*)

11 State Legislatures Retire; 8 in Session

From THE DAILY Bureau

WASHINGTON, April 9. — Eleven state legislatures have adjourned and eight are still in session, according to Jack Bryson, legislative expert of the Motion Picture Association.

Bryson returned to his desk today after more than a month's convalescence from an operation.

He said the industry had won a victory when the Arizona state legislature voted to exempt motion picture companies making films in Arizona from the need for complying with the state income withholding tax. Major problem still facing the industry, he stated, is the censorship law pending in Pennsylvania. The legislature there is in recess until May 1.

Johnston to Report On Trip Tomorrow

From THE DAILY Bureau

WASHINGTON, April 9.—Motion Picture Association president Eric A. Johnston will report to the MPAA board of directors Wednesday on the results of his round-the-world trip.

Johnston, who left the U.S. on Feb. 22 for a trip to Asia and Europe, returned here yesterday. MPAA vice-president Kenneth Clark said Johnston had decided not to give any information on the trip to the press in ad-

(*Continued on page 4*)

Fox Holding Series Of Regional Sales Meets This Week

Implementation of sales and promotional plans mapped at last Thursday's and Friday's meeting of 20th Century-Fox division managers, called by general sales manager Alex Harrison in Los Angeles, will be effected in a series of regional conclaves to be held this week.

The meetings, to be held in headquarter cities of the company's domestic and Canadian divisions, will be covered by regional sales heads and attended by all sales and exchange personnel in their respective areas. Covered will be a 14-picture slate, budgeted at more than $30,000,000, to be completed or in production by the end of June, announced jointly by president Spyros

(*Continued on page 10*)

Rites for Mrs. Zukor To Be Held Today

Funeral services for Mrs. Lottie Kaufman Zukor, wife of Adolph Zukor, chairman of the board of directors of Paramount Pictures, will be held at noon here today at the Frank E. Campbell Funeral Parlors. Mrs. Zukor, 80, died early Saturday morning at Doctors' Hospital, New York, following a long illness.

Private interment will be held this

(*Continued on page 4*)

EDITORIAL

Exhibition's No. One Problem

By Sherwin Kane

JAMES JOVAN, veteran independent Chicago exhibitor, proposed last week that exhibition and distribution join forces in staging a ticket-selling campaign of six months to a year's duration to win new and bigger audiences for motion picture theatres.

"We have a job," Jovan told Motion Picture Daily's correspondent, "and that job is making a sincere effort to draw people away from TV sets and into the theatres."

This will strike many in exhibition and distribution alike as a sound and much-needed endeavor. The first problem of the theatres today is not, as some would have it, film terms and curtailed production. It is, rather, dwindling attendance. Cure that and all other problems of exhibition will dissolve into nothingness.

A similar proposal was advanced by Leonard Goldenson,

(*Continued on page 2*)

Print Problem

ContinueStudy Of Clearances At Army Posts

Conferences Held in N.Y With Major Distributors

By MURRAY HOROWITZ

A series of conferences with individual film companies on problems relating to U. S. Armed Forces service theatres have been conducted in New York by Pentagon officials and their New York representatives, it was learned here yesterday.

The conferences, dealing with issues ranging from clearances to print availability, were reported to be inconclusive and further meetings are said to be planned. Among the companies visited by Armed Forces representatives were 20th Century-Fox, Loew's, United Artists, RKO Radio Pictures and Republic Pictures.

The individual company confer-

(*Continued on page 4*)

N.E. Theatres Hit by Storm

Special to THE DAILY

BOSTON, April 9.—Sunday's freak storm of snow, rain, thunder, lightning and gales caused severe damage to power systems in the Boston area, plunging homes and theatres into darkness. The hardest hit section was north of Boston. The electric wires were torn down by falling limbs

(*Continued on page 10*)

N.Y. First Runs Hit By Storm, But Some Report Top Grosses

The majority of first-run theatres along Broadway reported weekend business was hit by the rain Saturday and the snow Sunday, although grosses in many situations held up nicely at the tail-end of the Easter holiday, despite the weather.

At the Radio City Music Hall, a

(*Continued on page 10*)

PERSONAL MENTION

CHARLES L. GLETT, RKO Radio executive vice-president, returned to the coast yesterday from here.

•

CHARLES M. REAGAN, M-G-M vice-president in charge of sales, and IRVING H. GREENFIELD, M-G-M secretary, will leave here today for Hollywood.

•

DAVID ROSENBERG, general manager of Warrick Films, Ltd., will arrive here tomorrow from London via B.O.A.C.

•

BENJAMIN MELNIKER, member of the board of Loew's Inc., left here yesterday for the Coast.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, has reentered Mt. Sinai Hospital, Guggenheim Pavillion, for several days.

•

MORRIS W. STOLOFF, musical director for Columbia Pictures, and MRS. STOLOFF are enroute to Naples from New York.

•

IRVING SOCHIN, Universal short subjects sales manager, left here yesterday for Boston, Albany and New Haven.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has left New York for an extended tour of Southern states.

•

MARTY WOLF, Altec Service Corp. sales manager, has returned to New York from Pennsylvania and Maryland.

•

M. B. HORWITZ, head of the Washington Circuit, Cleveland, and MRS. HORWITZ will leave there today for Florida.

•

ALFRED H. TAMARIN of United Artists will return to New York today from Florida and Cuba.

•

LESLIE BUSH-FEKETE, screen playwright, left here over the week-end for Europe.

•

BARNEY BALABAN, president of Paramount Pictures, has left New York for Monaco.

WB Dividend

At a special meeting of the board of directors of Warner Bros. Pictures, Inc., yesterday a dividend of 30 cents per share was declared, payable on May 5 to holders of record on April 20.

Exhibition's No. One Problem

(*Continued from page* 1)

president of American Broadcasting-Paramount Theatres, last winter. He urged a drive to be conducted by COMPO which would be addressed to the women of America and would encourage them to obtain respite from household routine by visiting the theatre and, incidentally, bringing other members of the family with them.

Earlier, Al Lichtman, former member of the COMPO triumvirate, proposed a project to win increased theatre attendance. A preliminary study of promotional possibilities was undertaken by COMPO but this, as well as the subsequent Goldenson proposal, presumably was sidetracked by the campaign for elimination of the remaining Federal admission tax.

It is time the project was revived. If the groundwork were to be laid now, a get-them-back-to-the-theatre drive would be ready to roll when the last of the industry's tax repeal arguments for this session of Congress has been made.

Exhibitors everywhere are aware that the problem of declining attendance will not be solved by legislators, no matter what they may recommend. It can be solved only by action such as that urged by Jovan, Lichtman, Goldenson and others.

The sooner a start is made on it, the sooner will exhibitors arrive at the solution of their most serious problem.

Altec's Educational Campaign

ALTEC SERVICE CORP. is deserving of the applause and encouragement of the industry for undertaking a campaign to bring to the public an increased awareness and appreciation of quality in sound reproduction in the nation's theatres.

It is admittedly a difficult task to win public attention and understanding for a subject which by its very nature is more technical than glamorous. But an excellent start has been made by Altec's publicity chief, Bert Ennis, who has planted the story of stereophonic sound and what it means to increased audience enjoyment and picture presentation in newspapers in the south. The campaign is to be continued in the Midwest in the near future. It has won the plaudits of individual showmen, such as circuit operator Walter Reade, Jr., as well as the board of directors of Theatre Owners of America, who formally commended it at their last meeting.

Good entertainment is better entertainment when properly presented in the theatre. Conversely, poor presentation, most especially in matters of sound, can ruin good entertainment. The patron appreciates quality and he will appreciate being told where and how he can find it.

The Altec undertaking will be of genuine help to the well-equipped, well-kept theatre.

D.C. Area Exhibitors Convene Next Week

WASHINGTON, April 9.—An analysis of current industry trends and a discussion of concession developments will be features of the Washington motion picture exchange area convention to be held here April 17 to 19.

Industry trends will be analyzed by Albert E. Sindlinger, industry statistics expert. The concession discussion will be led by Ralph Pries.

The convention will include exhibitors from Maryland, Virginia and the District of Columbia.

Javits to Address Lodge Luncheon

Jacob K. Javits, Attorney General of the State of New York, will be the principal speaker at the Cinema Lodge B'nai B'rith presidents' luncheon at the Hotel Sheraton Astor here on April 24.

The luncheon at which Cinema Lodge members will be joined by their wives and guests as well as industry leaders of all faiths, will serve to pay tribute to retiring president Max E. Youngstein and newly-elected president Robert K. Shapiro.

N. Y. Variety Club To Start Epilepsy Collection April 15

The New York Variety Clu Foundation to Combat Epilepsy wi start its annual drive for funds o April 15, it was announced yesterda by William J. German, the Founda tion's president. The Foundation establishing and will support th Variety Club Clinic for Children wit Epilepsy at the Albert Einstein Co lege of Medicine-Bronx Municip Hospital Center, and it will install research laboratory there.

Calls Need Urgent

German said that there was a urgent need for this new seizu clinic. "New York and, for that ma ter, the rest of the country does n have adequate clinical facilities serve all those who need help. Th Foundation's program of public edu cation has brought epilepsy out int the open, and an ever-increasin number of persons who at the pre ent time are afflicted with this di order are now seeking therapy.

German asked for support of th Foundation's canister campaig which will place 20,000 coin boxe on display in the metropilitan are by April 15.

Chi. Likes 'Alexander'

United Artists' "Alexander Th Great" pulled a big $20,070 in i first two days at the Chicago The tre, Chicago, UA vice-president Wi liam Heineman reported. The pictu is playing without the theatre's cu tomary stage show. It is being hel over in each of its first 20 engage ments.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
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. . . NEWS ROUNDUP

ew Home for RKO-Radio

After a third of a century on upper ries of Meadow Street's Filmrow, RKO-Radio exchange in New ven has been shifted to a first or setting. All exchanges will be ving the structure within a year e building is part of a huge tract rked for city re-development, and, yet, there has been no word of a w building to house exchanges.

■

anos Builds Drive-in

George Manos and his son, Tom, building a new 1,000-car drive-in Canton, O., on Route 153. They ve contracted with Ben L. Ogron Ohio Theatre Supply Co. for all uipment. Theatre is expected to completed about May 1.

■

rcle Lab Issues Directory

The first edition of "N. Y. C.," a cket sized directory of film serv- s available in the New York City a, has just been released by Circle m Laboratories, Herbert R. Pilzer, sident of the company, an- nced. Compactly designed, it s the names, addresses and phone nbers of over 600 firms.

■

tec-Cooper Contract gned

Marty Wolf, Altec Service Corp. es manager, has announced the ning of a contract with Cooper ndation Theatres in Oklahoma y. The agreement, negotiated by J. Zern, Altec Southwestern divi- n manager, Dallas, involves the terion, Harbor, Plaza and Tower atres, all in Oklahoma City. Zern assigned Altec field engineer T. Transue to provide technical serv- in behalf of the optical and eophonic sound equipment in the per Foundation houses.

anquet to Honor IATSE's Walsh

Richard F. Walsh, international sident of the IATSE, will be guest honor at a banquet on May 5 ich will be given by New York trict No. 10, at the St. George el, Brooklyn, N. Y., it was an- nced by district chairman Thomas rtha.

The banquet will honor Walsh for election to the executive council the combined AFL-CIO.

Other guests of honor slated to at- l the May 5 banquet are Russell vning, managing director of Radio Music Hall, and Deputy Com- sioner Charles W. Halloran of the v York State Department of or.

As High as 25% in Chicago

South and Midwest Report Upward Post-Easter Trend

Although the Northeastern states have been hard hit by storms, thereby cutting into the post-Easter grosses, the South and Midwest appear to be showing signs of strength, box-office-wise, according to MOTION PICTURE DAILY field correspondents.

The Atlanta area is reported feeling an upward trend of about 15 per cent over the same period last year. Sonny Shepherd of Florida's Wometco circuit said that patronage compared favorably with that of last year even though Easter came earlier this year. Al Weiss, division supervisor for Florida State Theatres, stated that although the season "started slow," business has been picking up.

A Paramount Gulf spokesman reported business was spotty in New Orleans. "Picnic," the attraction at the RKO Orpheum, registered "towering" business reportedly surpassing that of the 1955 Easter attraction "The Long Gray Line."

'Carousel' Strong

"Carousel," the first CinemaScope 55 film shown in New Orleans, continues its heavy drawing power in its second week at the State Theatre.

Drive-in theatres and neighborhood houses in the New Orleans area report business is far better than that of last year's Easter and post-Easter periods. They attribute the improvement on better product and the Academy Award selections, such as "Marty," which was the attraction in a great number of theatres. Others chalking up box-office successes were "Rebel Without A Cause," "Mister Roberts" and "Love Me or Leave Me."

In Chicago, post-Easter business increased from 10 to 25 per cent over the same period in 1955, according to a survey of theatres in the Loop and in neighborhood sections.

Six Films Cited

Loop theatre managers attributed the optimistic picture for 1956 to the entry of such top product as "Alexander The Great," "The Man in the Gray Flannel Suit" and "Miracle in the Rain," all of which opened in Chicago last week. Managers said "Picnic," "The Rose Tattoo," "The Conqueror" and "There's Always Tomorrow" were "lifesavers" as they outgrossed last year's business by approximately 15 per cent.

Neighborhood theatres shared the same financial fervor with the showings of "I'll Cry Tomorrow," "Rains of Ranchipur," "Marty," "Last Frontier" and "Body Snatchers," which out-grossed similar attractions for 1955, it was said.

Schaefer on 'Comanche'

George J. Schaefer has been appointed producer's representative for Carl Krueger's CinemaScope production of "Comanche," a United Artists release.

$1,000,000 'Oklahoma' Gross to Date Here

An estimated 400,000 theatre-goers have paid a little more than $1,000,000 during the first six-month Broadway run of Rodgers and Hammerstein's "Oklahoma" in the Todd-AO system, presented on a two-day, reserved seat, road show policy.

Rivoli Theatre officials, who made the estimate, reported the six-month period ends tomorrow. The picture opened here Oct. 13.

Trans-Lux '55 Profit Reported at $143,878

Trans-Lux Corp., and its wholly-owned subsidiaries, reported that operations for the year ended on Dec. 31, 1955, resulted in a net profit of $143,878, it was revealed in the company's annual report by Percival E. Furber, president and chairman of the board.

Furber, in sending out the annual report to Trans-Lux stockholders, also announced that the company would hold its annual meeting here on April 26 to elect a board of 11 directors.

The Trans-Lux net profit was derived after providing for income taxes amounting to $52,603 and after a reserve for amortization depreciation amounting to $101,073. The net profit of $143,878 compares with the net profit from operations for the preceding year of $184,612, after paying income taxes of $51,670 and after a reserve for amortization and depreciation of $82,998.

Points to Product Shortage

Furber declares in the annual report that "in general, theatre business this past year has reflected the substantial shortage of films being produced by the major companies in Hollywood and showed a downward trend. Because of this, the company has decided to further its interests in acquiring the distribution rights in the Western Hemisphere for motion pictures produced independently both here and abroad."

Nominated as directors are Chester Bland, Harry Brandt, Richard Brandt, Robert Daine, Jay Emanuel, Furber, Aquila Giles, Edison Rice, Jacob Starr, Ralph Wiener, and Milton C. Weisman. It is also reported that Furber, as board chairman and president, received a remuneration of $31,430 in 1955 and that the total remuneration to the directors and officers as a group totaled $142,210.

Includes Gera Corp.

RKO Theatres Votes May 8 on Taking Arcade

RKO Theatres Corp. yesterday announced that stockholders will be asked to approve the acquisition by RKO Theatres of all the assets of the Cleveland Arcade Co. in exchange for 1,043,706 shares of the common stock of RKO Theatres and the assumption of liabilities. Cleveland Arcade's principal asset is 84.4 per cent of the common stock of Gera Corp., a diversified enterprise engaged in textile finishing, electronic research and manufacturing, weaving of synthetic fabrics and various real estate operations.

April Conclave Deferred

The meeting of stockholders has been called for May 8 in lieu of the annual meeting deferred from the second Friday in April.

Stockholders will also be asked to authorize the board of directors to make an offer to acquire the 15.6 per cent of Gera Corp. common stock not owned by Cleveland Arcade in exchange for an additional 216,294 shares of the circuit's stock.

Celebrities Expected At 'Flannel' Debut

Celebrities from all phases of show business, headed by Gregory Peck and Marisa Pavan of the picture's starring cast, will be at the Roxy Theatre here Thursday night for the gala March of Dimes premiere of Darryl F. Zanuck's "The Man in the Gray Flannel Suit."

In addition to Peck and his wife, Veronique Passani, and film star Jean Pierre Aumont, who recently wed Miss Pavan, others present at the opening of 20th Century-Fox's filmization of Sloan Wilson's novel will include Shirley Jones, French actress Nicole Maurey, Celeste Holm, Barbara Ruick, Linda Darnell, Andrey Meadows and Polly Bergen.

Marks 30-Year Point

The premiere marks 30 years in the film industry as a producer for Darryl F. Zanuck, who started his career as a screenwriter.

All proceeds from the opening of the picture topcasting Jennifer Jones and Fredric March with Peck will go to the polio-fighting organization in observance of the first anniversary of the development of Salk vaccine.

The production in its first week at the Metropolitan, Boston, registered $26,121, against $20,061 for "The Left Hand of God" and $23,771 for "The Seven Year Itch." A seven-day mark of $18,241 is reported at the Harris, Pittsburgh, which shades "The Left Hand of God" and "Love Is a Many-Splendored Thing" by margins as high as $6,000.

Maybe Theatre Men Are Fond of Coffee

Special to THE DAILY

PITTSBURGH, April 9.—Loew's Penn is about to declare off-limits to its personnel on the Mayflower Coffee Shop next door. A year ago, the Mayflower lured Harry Elwell, the Penn's assistant manager, from the theatre. Several months ago, Bob Ellison, now in the Navy, also left the Penn to join the Mayflower, and now Al Hill, the Penn's latest assistant manager, has switched his job—to join the Mayflower staff.

Summer Fete

(*Continued from page* 1)

asked, as in past years, to herald the festival in their advertisements. The city's many summer events will be emphasized this year by the bureau to make New York City "the most popular vacation spot in the world," MacLeod stated.

Royal W. Ryan, executive vice-president of the bureau, in response to a question, said the bureau still is planning to put on a film festival in New York. He said such a festival, if it comes off, will not be an international one, but an American film festival, with each film company, during the period, exhibiting its best film. He said he has talked with a number of film company executives on the project, declining to identify the executives on the basis that negotiations so far are not conclusive.

MacLeod, who also is chairman of the board of Stern Brothers, said there will be more than 80 conventions and trade shows held here this summer, that will bring thousands of delegates and buyers and their families to New York. He hoped that the number of visitors to New York during the summer will be increased from the estimated 4,000,000 last summer to 5,000,000 this year.

SMPTE to Discuss 16mm. at Meeting

Pros and cons of quality sound on 16mm. film will be discussed at an open forum May 2 sponsored by the Society of Motion Picture and Television Engineers during its 79th semi-annual convention, which will be held in New York.

TV broadcasters and equipment engineers will air their opinions on the controversial question at the sessions which, it is expected, will clarify the issue so designs of professional equipment can be frozen and current work on international standards be initiated.

E. W. D'Arcy, chairman of the society's magnetic sound subcommittee, will preside at the forum to be held at the Hotel Statler. At that time he will report on committee activities, the status of 16mm. magnetic standards, magnetic test films and the future activities planned by the unit.

Seeks to Halt Nominations-TV

(*Continued from page* 1)

casting Co. The Oldsmobile Division of General Motors has been the sponsor of past Academy Awards nominations and presentations shows.

"The Academy is hoping that the telecasting of the next 'Oscar' show would be sponsored by the 10 producer-distributor companies and has already extended an invitation to them in regard to this," Seaton said. He said that thus far he hasn't heard whether or not the companies have replied to the Academy concerning the invitation. Continuing on, Seaton said that if a proposal to eliminate the nominations telecast should be adopted by the Academy board, the sponsors' costs of the "Oscar" show would run about $400,000. "If the 10 companies would sponsor next year's show, the cost to each individual company would be equal to the cost of a page in 'Life' magazine under their national magazine advertising rates," he said.

To Talk With Johnston

Seaton, hesitant to discuss the "nominations elimination" proposal, said that he will meet with Eric Johnston, president of the Motion Picture Association of America, and the company presidents, in early May and present to them "facts and figures" on the advantages of sponsoring the "Oscar" presentation ceremonies, which has an estimated television audience of 40,000,000 people.

Commenting further, the Academy president pointed out that if the industry would sponsor the telecast, the programming night most likely take place on an evening during the week which isn't "a good business night for theatres." He acknowledged that there have been many complaints sent in to the Academy regarding the telecasting of the 1955 nominations on a Saturday evening and the presentations, on a Wednesday night.

'Not Much Entertainment'

Seaton, in reply to a question concerning the mixed reaction to the telecasts of the 1955 "Oscar" nominations and presentations, said that he personally feels that there is "not much entertainment" in watching five people being nominated for "Oscars" or watching the presentation of the gold statuettes to the winners. "The show has been designed to honor the people who have entertained others throughout the year," he said.

Asked who would present the proposal to the Academy board for doing away with the nominations telecast, Seaton declined to comment.

Todd Silent

(*Continued from page* 1)

nouncement will be made in the near future to clarify reports which circulated here over the weekend. The reports indicated that Todd and the Soviet Russian officials were in wide disagreement regarding the nature of the deal or arrangement under which the picture will be produced.

Todd declined to make any direct comment, either in affirmation or denial.

Rites for Mrs. Zukor

(*Continued from page* 1)

afternoon at Mt. Hope Cemetery, Hastings-on-Hudson. At the request of the family, no flowers are to be sent, but contributions in Mrs. Zukor's name may be made to any charitable organizations.

IATSE Contributed $27,151 to 'Salute'

Members of the International Alliance of Theatrical Stage Employees contributed a total of $27,151 to the last Christmas Salute to the Will Rogers Memorial Hospital, according to an IA tabulation.

The figure includes amounts sent in with Christmas-greeting scrolls from locals throughout America, plus several individual donations made in response to an industry appeal. The IA total ran several thousand dollars ahead of the amount donated in 1954, which had been the highest up to that time.

'Good-bye, My Lady' Premiere Tomorrow

ALBANY, Ga., April 9.—The world premiere on Wednesday of Warner Bros.' "Good-bye, My Lady," starring Walter Brennan, Phil Harris and Brandon de Wilde, will coincide to the exact day 16 years ago of the town's only other motion picture premiere, Paramount's "The Biscuit Eater."

Filmed in the Area

The previous event also took place at the Albany Theatre, where "Good-bye, My Lady," will have its public unveiling, with the stars in attendance, before being shown in 370 Southern theatres throughout Georgia, Tennessee, South Carolina and Florida. "Good-bye, My Lady," which was filmed in and around Albany, features the film debut of the Basenji, the African hunting dog and title character of the picture.

Cuts Playing Time

CLEVELAND, April 9.—Selected Theatres, headed by Nate Schultz, has cut the playing time at the Bedford Theatre, Bedford, and the Lorain Theatre, Lorain, to weekend operation. Poor midweek attendance was the reason.

TOA Issues Bulletin

The second of Theatre Owners of America's "Business Builders," the organization's showmanship bulletin, has been mailed out and includes many ideas designed for building up patronage.

KRNT Has Its Own Closed Circuit System

Special to THE DAILY

DES MOINES, April 9.—KRNT Th atre, owned by the Cowles Broadca ing Co., is installing an RCA theat television system with which it w be able to handle closed circ events as well as special local even The system operates on the rear pr jection principle, using a 15 by screen. KRNT, which bills itself "the largest legitimate theatre in t world," has 4,139 seats. Cow Broadcasting Co. operates KR radio, and KRNT-TV in Des Moin

Army Posts

(*Continued from page* 1)

ences stemmed from the Feb. meeting between military represen tives and the sales managers co mittee, a meeting marked by the m tary voicing its dissatisfactio Previously, the complaints have co from exhibitors operating theat near military base theatres.

Company officials here, asked comment on the meetings, said c situation complicating the picture the print problem on big films wh are put in theatrical release as so as prints are available. There not enough prints available on su pictures for pre-release engageme at Armed Service theatres, one fi company executive said.

Another company executive s there are still areas in the country dispute as to clearance over local hibitors. He said such problems v continue to crop up and should solved in a give-and-take spirit. cited the situation in Texas, wh commercial theatres now get prio over premiered big pictures the with "normal" pictures having p release engagements in Armed Se ice theatres, as an example in equi

Johnston to Report

(*Continued from page* 1)

vance of his report to the MP Board. He added that Johnston wo hold a press conference following board meeting on Wednesday.

Clark said he hadn't yet had chance to discuss with Johnston possible time for a meeting of MPAA's special three-man commit to consider production code revisi He added that Johnston might kn more about this, too, by Wednesd

Daly at NARTB

CHICAGO, April 9.—John D vice-president in charge of ne special events, sports and public fairs for the American Broadcast Co., will address the National As ciation of Radio and Televis Broadcasters on "Freedom of formation next Tuesday at the C rad Hilton Hotel here.

Daly's presentation will follow NARTB convention luncheon morning keynote address by A president Robert E. Kintner.

An announcement of great importance to exhibitors world-wide!

REPUBLIC PICTURES, INC.
is proud to present the breath-taking grandeur of their new wide screen process photographed in ratio of 2:35 to 1

This process will eliminate distortion, grain and improve photographic and color quality without requiring any additional costly projection equipment in your theatre, provided you are equipped with Anamorphic lenses and wide screen.

NATURAMA



The FIRST magnificent and thrilling motion picture filmed in this new miracle of the screen!

HERBERT J. YATES presents

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SCOTT BRADY • MARY MURPHY

THE MAVERICK QUEEN

with Wallace Ford • Howard Petrie • Jim Davis • Emile Meyer

Walter Sande • George Keymas • John Doucette • Taylor Holmes

Screenplay by Kenneth Gamet and DeVallon Scott

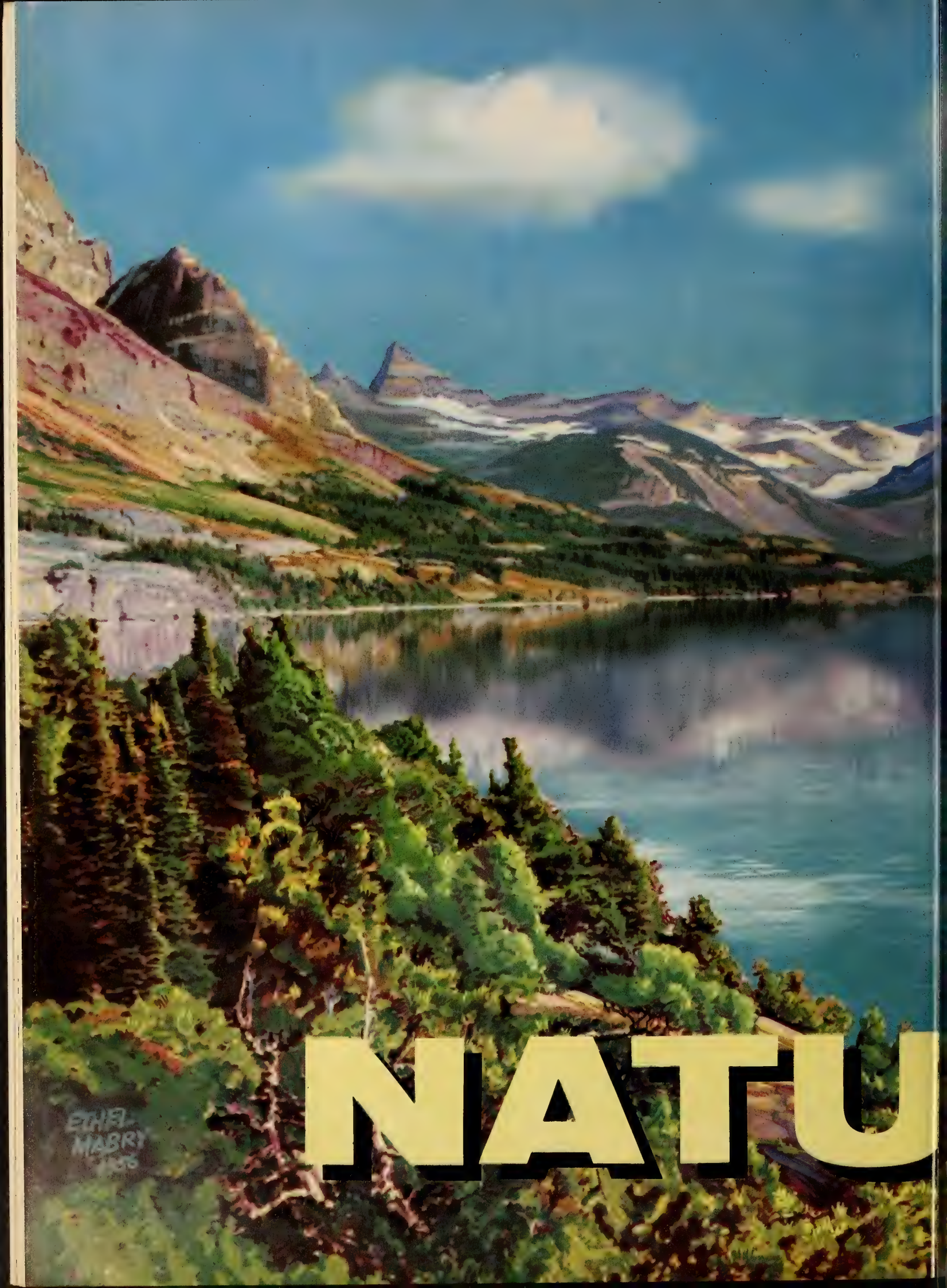
Based on the novel by Zane Grey • Music by Victor Young

JONI JAMES sings "The Maverick Queen" by Ned Washington and Victor Young

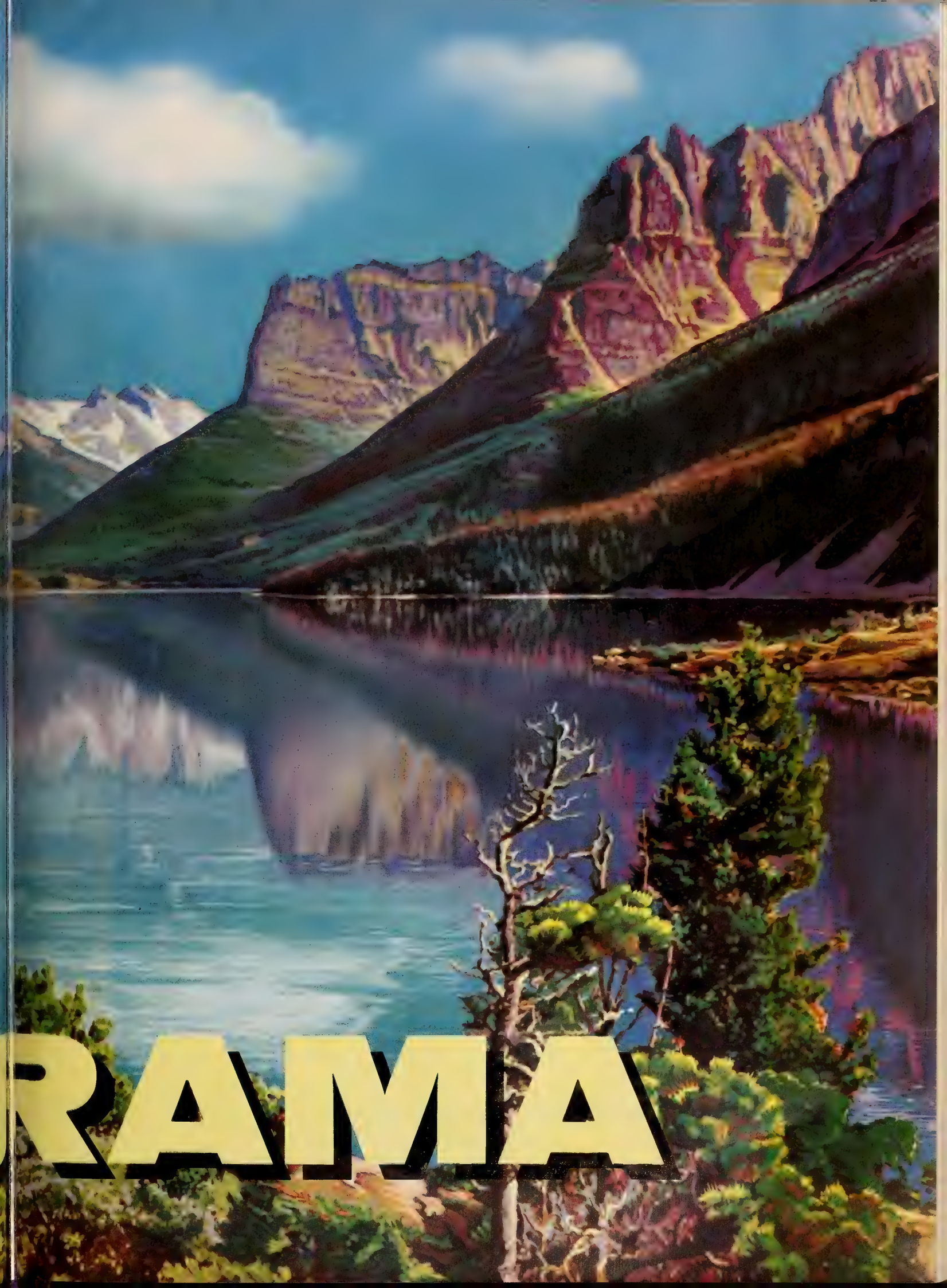
Associate Producer-Director, JOE KANE

Photographed in the colorful state of Colorado in exquisite **TRUCOLOR**

by Consolidated Film Industries



NATU


RAMA

NATURAMA

HERBERT J. YATES presents in the majestic beauty of REPUBLIC's new wide screen process a daring motion picture of romance and intrigue!





RAY MILLAND • MAUREEN O'HARA
CLAUDE RAINS • YVONNE FURNEAUX

Lisbon

Photographed in the lovely pastoral country of Portugal in beautiful **TRUCOLOR** by Consolidated Film Industries

with Francis Lederer, Percy Marmont, Jay Novello • Screenplay by John Tucker Battle
Story by Martin Rackin • Associate Producer, R. A. Milland • Directed by R. Milland



A sensational music score by **NELSON RIDDLE,**
celebrated arranger and conductor, featuring the musical hit of the year

Lisbon Antigua

Design - Maury Newey

PEOPLE

David Ffolkes, designer of the $400,000 wardrobe for Robert Rossen's "Alexander The Great," will deliver a talk today before the American Society of Graphic Artists in New York City on the preparation of costumes for the United Artists release.

¤

Homer Clark, former office manager, Howco Films in Atlanta, has taken over the territory formerly held by the late **Jay Waters,** who was killed in an auto accident several weeks ago. **Mrs. Bernice Fricks** has been appointed head booker of Howco.

¤

Peter G. Perakos, president of Perakos Theatre Associates, a New Britain, Conn. circuit controlling both indoor and outdoor theatres throughout Connecticut, has been named recipient of the 1956 "Man of the Year" award by the New Britain Press Club.

¤

Jim Hall, manager of the Harris in Donora, Pa., has been sent to the Harris in Tarentum. **Joe Zuggari,** assistant at the Manor in Greensburg, becomes manager of the Harris in Donora. **Joie Vance,** assistant at the Hollywood in Dormont, switches to the Manos in Greensburg. All are in Pennsylvania.

¤

Ernest Dorau, formerly manager of the New Haven Drive-In Theatre, North Haven, and at one time general manager of the Middletown Theatres, Middletown, Conn., for the Morris Pouzzner interests, has been named manager of the Newington Theatre, Newington, Conn., by **Paul Tolis.**

¤

Robert Duffy, assistant manager of the East Windsor Drive-In, East Windsor, Conn., has been promoted to manager of the Pix Drive-In, Bridgeport, Conn. Both situations are part of Lockwood & Gordon Theatres.

C. V. Whitney Buys 'Missouri Traveler'

Motion picture, television and dramatic rights to "The Missouri Traveler," a novel by John Burress, have been purchased by C. V. Whitney Pictures of Hollywood, it was announced yesterday.

The book, published by Vanguard Press, will be adapted for the screen by Frank Nugent. It may be the next of the feature productions planned by Whitney Pictures as part of a five-year program of portrayals of America. Vanguard Press and the author were represented in the sale by Milton Rubin Associates and Barbara Steinberg.

REVIEW:

Crime In The Streets

Allied Artists

HOLLYWOOD, APRIL 9

THE CYCLE OF FILMS on juvenile delinquency would do well to consider this one a climactic choice for important box office returns. Any other treatments of the problem, played against slum backgrounds with warp-minded teen-age rat-pack hoodlums may suffer the comparison of their predecessors.

This one, like a number of recent films developed from outstanding television presentations, becomes a tour de force for new film personalities, and a trial balloon for its scenarist.

Reginald Rose, a brilliant television writer, proves himself as an equally important screenwriter with his initial film effort,—adapting his original story and TV presentation to the more powerful dramatic influence of the large screen with artful simplicity.

Apart from dependable, singularly noteworthy performances delivered by James Whitmore and the rising young personality, Sal Mineo, recently nominated for an Academy Award, John Cassavetes, in his film debut, is at once a new name bound for marquee importance. Cassavetes, Mark Rydell and Will Kulova, who figured prominently in the TV version, were wisely selected to duplicate their roles for the screen.

The dramatic fortitude of the cast is further brightened under the expert, sensitive direction of Don Siegel, with outstanding performances by 12-year-old Peter Votrian and Virginia Gregg, who portray Cassavetes' younger brother and mother.

Franz Waxman's music becomes an integral factor to the mood, punctuating most of the scenes with variations of a rock 'n' roll beat theme.

Vincent Fennelly's production is an exploitation natural. It puts the germ that spreads juvenile delinquency under the microscope. It tells in violent terms the angry motives of the rat-pack leaders. It pleads for careful appraisal of methods dealing with problem kids. Above all, it tosses the blame on the lack of parental love and responsibility in the development of a child raised in poverty.

The screenplay builds its tempo and suspense around Cassavetes, an 18-year-old pack leader, who has the loyalty of the gang until he plans the murder of a neighbor he resents. Mineo, anxious to prove his manliness to Cassavetes, and Rydell, an insipid, juvenile fanatic thrill-seeker are the only ones who decide to go along with the idea.

Whitmore, a social worker, learns from Votrian that Cassavetes is planning a murder, and tries to discourage him from a life of crime.

The murder is about to be committed when Votrian appears on the scene. Cassavetes is momentarily crazed at the intrusion, and is ready to plunge a knife into his kid brother's throat when Votrian expresses, through childish tears, the love he has for his brother. Cassavetes breaks down with the realization of his maniacal attempt. He decides to pay for his misdeeds, and leans on the comforting arm of Whitmore as he gives himself up to the police.

Running time, 88 minutes. Adult classification. For release in May.

SAMUEL D. BERNS

Fla. Drive-in Owner Hurt in Plane Crash

PALMETTO, Fla., April 9. — Roy Jones, owner of Palmetto Drive-In, said that his brother, Harry, 42 years old, who suffered a broken vertebra, head and chest injuries in a plane crash while en route to Evanston, Ill., is "holding his own." Harry Jones, who owns two drive-in theatres in Illinois, was preparing to install new equipment in them and was being flown to the Illinois city by Oakley Busler of the United Theatre Supply Co., Tampa, Fla., which will install the new equipment. The plane, a small single engine craft, burst into flames while over Kentucky. They were rescued a few minutes before the plane exploded. Both suffered severe injuries.

MPIC 'Streamlining' To Facilitate Activity

HOLLYWOOD, April 9. — The Motion Picture Industry Council has outlined a "streamlining" procedure designed to facilitate the concentration of the organization's activities and to expedite the processes through which these activities are conducted.

The principal change will consist in a reduction of the number of delegates from each constituent body. Until now each of MPIC's 10 member organizations has been represented by five delegates. The MPIC president will have to be a member of one of another of the member organizations, but not necessarily that organization's delegate.

All other officers, except the executive secretary, will be elected from the delegate ranks.

In Japan

Goldwyn Urges Fewer, Better Productions

Special to THE DAILY

TOKYO, April 6. (By Air Mail)—Samuel Goldwyn, in Japan for the premiere of "Guys and Dolls," told MOTION PICTURE DAILY that "the only way for the motion picture business to survive the competition from TV is to produce fewer pictures and only good ones." He commented that "a bad picture on a wide screen is twice as bad."

Goldwyn stated that he had two different ideas, which, if worked out right, might result in his making a picture in Japan, but added that since he was the "slowest producer on earth," there would be no announcement in the near future.

Approves of 'Jungle'

In speaking of the controversial "Blackboard Jungle" (banned in some parts of Japan), he stated: "When a country chooses only to show nice things about itself and not the other aspects, then it becomes propaganda. Life in no country is only beautiful and, therefore, should be shown as it is. I was and am in favor of sending such a picture abroad."

Coast Craft Workers' Feb. Earnings Down

HOLLYWOOD, April 9.—Average weekly earnings for craft workers in the studios here during February slumped to $116.19 as compared with $125.29 for January. The decrease resulted principally from the shrinking of the average work-week to 39.9 hours from the 42.8 hours for the previous month.

All Drive-ins Open In New Haven Area

NEW HAVEN, April 9.—All New Haven area drive-ins resumed operations last week. They were the Bowl, West Haven; Summit, Branford; New Haven, North Haven; E. M. Loew's on the Post Road, Milford and the Southington Drive-In, with its new, CinemaScope screen. All reported fair to good patronage. A fast pick-up to capacity attendances is expected shortly as the season eases into fair weather.

Named Formosa V-P

Samuel Goldwyn, Jr., has announced the appointment of Richard C. Brown as a vice-president of Formosa Productions. Brown, who has been assistant to the producer for the past two years, will continue to handle story and talent departments for Formosa.

Fox Holding

(*Continued from page* 1)

P. Skouras, executive producer Buddy Adler and Harrison at the West Coast parley.

Merchandising and long-range promotion on Rodgers and Hammerstein's "The King and I"—the second CinemaScope 55 attraction, being released in July—Darryl F. Zanuck's "The Man in the Gray Flannel Suit," currently going into release, and "The Sixth of June," a June release, will be given special attention at the sessions to pinpoint national activities at the local level.

Regional Heads to Preside

The divisional meetings will be conducted as follows: Martin Moskowitz, Atlantic; T. O. McCleaster, Central; Al Levy, North-East; M. A. Levy, Mid-West; Harry G. Ballance, Southern; Paul S. Wilson, South-East; Mark Sheridan, Jr., South-West; Herman Wobber, Western; and Peter Myers, Canadian.

Pictures to be in production during April, May and June are "Bus Stop," "The Last Wagon," "One in a Million," "The Day the Century Ended," "The Best Things in Life Are Free," "Solo," "Anastasia," "A Room Full of Roses," "Bernardine," "Boy on a Dolphin," "The Wayward Bus" and "Can Can."

N.Y. First Runs

(*Continued from page* 1)

big $170,000 is seen for the third week of "Serenade," coupled with the traditional Easter stage show. A sturdy $62,000 is forecast for the second week of "Alexander the Great" at the Capitol, while a terrific $47,000 is expected for the second week of "The Conqueror" at the Criterion.

A satisfactory $42,000 is indicated for the last six days of "Carousel" at the Roxy, which also features an ice show. The picture, which is in its eighth week, will be replaced by "The Man in the Gray Flannel Suit" on Friday, following its benefit premiere on Thursday night. A pretty good $40,000 is due for the fourth week of "Anything Goes" at the Paramount, while a nice $35,000 is seen for the fourth week of "Meet Me in Las Vegas" at the Astor. At Loew's State, a fair $30,000 is expected for the second week of "Miracle in the Rain."

Regarding business in neighborhood Metropolitan New York situations, reports were mixed, with some circuits telling of exceptionally good box-office business and others claiming only fair grosses.

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REVIEWS:

Outside the Law

Universal

Emphasis on Secret Service methods of disrupting a quite formidable counterfeiting ring holds the spotlight in this Universal release that reveals to some degree the mechanisms of Treasury agent operations. Interwoven throughout the Danny Arnold screenplay are moments of suspense, a radical father-son relationship that is taut to say the least, and brief romantic interludes.

Ray Danton, as the hero, and Leigh Snowden, as the quite vivacious blonde who falls in love with Danton, share top honors with Grant Williams, portraying a debonair gentleman who is the third party in the love triangle, and Onslow Stevens who is Danton's father and a special agent in charge for the Treasury Dept. Danton is appealing and convincing in the role while Miss Snowden, an up-and-coming star, performs in a charming and admirable fashion.

Albert J. Cohen produced and Jack Arnold directed the production that commences with the recalling of Danton from Germany in 1946 to assist the Treasury agents in halting a counterfeiting ring operating on the Coast. Danton assists his father, Stevens, in meeting Miss Snowden, the widow of a soldier killed in Germany while working with "the ring." Subsequently, Danton falls in love with the girl, but not before he helps solve the mystery as to how the counterfeiting operation was carried out. His belief that Miss Snowden had no part in the crime is substantiated in the end when Stevens realizes her innocence. The father-son relationship is rekindled as both Danton and Stevens come to their senses over their greedy inhibitions.

The story is simple and colorful, blending well with the performances of the major stars. Suspense, depicted here in intervals, is handled well.

Running time, 80 minutes. General audience classification. For June release.

JACK EDEN

When Gangland Strikes

Republic

Marjie Millar, Raymond Greenleaf, John Hudson and Anthony Caruso headline this small town melodrama that blends politics, murder and righteous intentions of honest people who attempt to bring crime out into the open.

Miss Millar portrays the daughter of Greenleaf who is cast as a kindly public prosecutor who believes in the status quo in politics as well as in living. His model thoughts come to an abrupt end during a murder trial revolving about Caruso, a racketeer. Greenleaf drops the case when Caruso threatens to tell the community that Miss Millar, accepted as his daughter, is actually the daughter of a Greenleaf-convicted woman who later died in prison.

Drama and suspense are interwoven into the plot as Miss Millar falls in love with the son of a business tycoon, portrayed by Ralph Dumke. Later, public sentiment rises to a point where the recall of Greenleaf is asked. Learning that the community will continue prosecution on the murder charge, Caruso murders Dumke, with circumstantial evidence pointing to Miss Millar. However, Greenleaf uses a neat courtroom ruse in the finale that finds Caruso admitting both murders.

R. G. Springsteen directed and William J. O'Sullivan produced. John K. Butler and Frederic L. Fox wrote the screenplay.

Running time 70 minutes. General audience classification. For immediate release.

Stations Buy 'Parade'

"Hollywood Movie Parade," the 104 feature film package which is being distributed to television by Screen Gems, Inc., subsidiary of Columbia Pictures, has been sold to 21 TV stations in the U. S. and Hawaii, according to Robert H. Salk, Screen Gems director of sales. Salk said that the latest sale of the package, to 10 TV stations, has brought the number of stations which will exhibit the Columbia produced features to 21.

New Sutherland Office

DETROIT, April 9.—John Sutherland Productions, Inc., has opened a Detroit office in the Stephenson Building.

Under the management of Ross M. Sutherland, executive vice-president of the company, the new office has been established to provide counsel in the film communications field, particularly as regards the details of production and distribution of business films.

Storm Hits

(*Continued from page* 1)

and trees. In a radius of 20 mile including Cambridge, Medford, Me rose, Malden, Revere, Salem a Saugus, there was loss of power f 24 hours, with drive-ins and theatr dark.

In Boston proper, the two driv ins, both operated by Redstone The tres, had no electricity during t day, but power was restored one-h hour before show time. Patrona was small. The 1956 Spring driv in season, which has experienced fi snowstorms in 24 days, has go down in the annals as the harde luck season, weatherwise, for driv in owners.

Connecticut Box-offices Suffer from New Snows

HARTFORD, April 9.—Weeke weather, with sickening repetitio brought snow storms to Connectic and box offices, in both large citi and small towns, suffered accordin ly. Many drive-in theatres proceed to close down over the weekend, wi reopenings dependent again upon t time necessary to clear snow-bou ramps and grounds.

"The Lady Killers," "The Co queror" and "Picnic," in holdover e gagements, showed encouraging tra in downtown area, while revival b of "Mister Roberts" and "East Eden" did a brisk business.

2 Drive-ins Damage In Ont. Area Winds

WINDSOR, Ont., April 9.—In t midst of tornadoes causing the l of 20 lives, demolition of hundre of homes, stores and factories, a multi-million dollar losses, Michig and Canadian exhibitors emerg amazingly unscathed.

In addition to the collapsed tow of the General Custer Drive-In Monroe, only one additional casual has been reported from the strick areas, with communications restore This is the Skyway Drive-In, Hig way 2, outside Windsor. The wood tower was blown down.

H-63 Seeks Approval For Publicists Drive

Home Office Employees Unic Local H-63, IATSE, is awaiting a d cision from IATSE headquarters as whether the local could go ahe with its plans to organize so-call field publicists of the film compani

Russell M. Moss, H-63 executi vice-president, and business age David Cassidy have appeared befo the general executive board of t IATSE in Hollywood relative to su a request.

H-63 also presented to the IAT board a petition for a change in title to "Office, Professional and Ut ity Employees of the Amusement I dustry," and for issuance of an charter effective Sept. 1. This ma ter was taken under study by t IATSE board at its West Coast me ing, but no decision has been mad

"Vagabond King" Thrills London

"THE VAGABOND KING," Paramount Vista-Vision - Technicolor production introducing Oreste, the new singing sensation, performing opposite Kathryn Grayson, had its world premiere at the weekend at London's huge Plaza Theatre. A distinguished audience of government officials, diplomats and stage and screen stars, as well as industry leaders, filled the theatre to capacity.

Oreste went to London from Hollywood to attend the gala opening, and thrilled the first-night audience with renderings of operatic arias in a stage appearance prior to the start of the picture.

The film was an immediate hit, drawing rounds of applause from time to time throughout its premiere showing. One of the features of the lobby activity preceding the showing was a BBC broadcast direct to Malta, Oresta's native land. Photo at right shows the opening night scene in front of the Plaza.





ed Hutchinson (left), Paramount managing director of sales in England, greets in the aza lobby Sir Hubert and Lady Rance. Sir Hubert, former Governor of Trinidad, s among the hundreds from British officialdom who attended the gala premiere of ne Vagabond King."



Oreste is seen here on the Plaza stage as he sang operatic selections for the enthusiastic premiere audience. He has been a long-time singing favorite of the British.



bby activities at the Plaza prior to the world premiere of Oreste's st motion picture included a special BBC broadcast of the event ect from the theatre to Malta, the singing star's native land. Oreste, ht, is seen at the microphone.

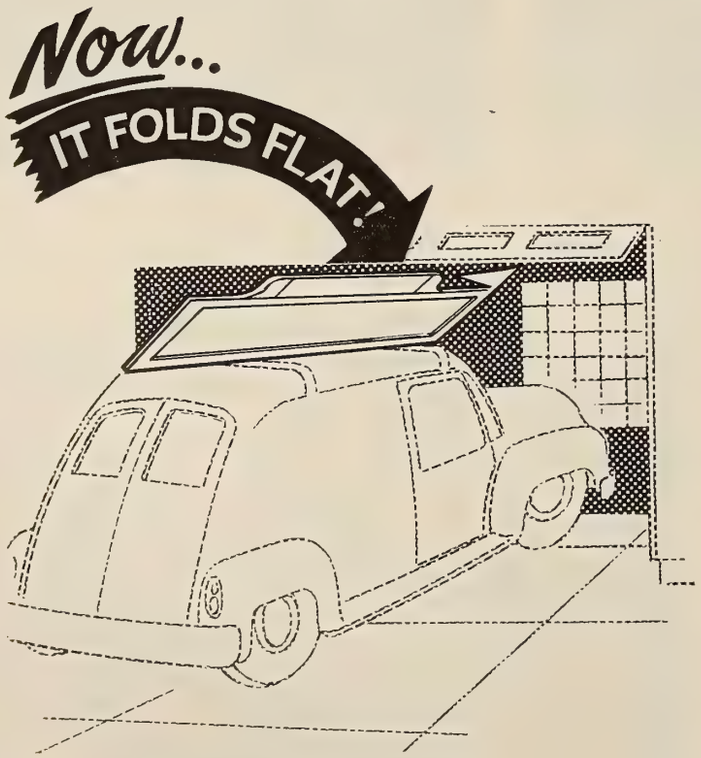


Among the large number of distinguished persons who attended the gala world premiere of "The Vagabond King" were Edward Ellul (left), Britain's Commissioner General for Malta, and Lord Listowel. The opening was regarded in London as one of the most spectacular and successful of its kind at the Plaza. (*Advt.*)



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MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 70 NEW YORK, U. S. A., WEDNESDAY, APRIL 11, 1956 TEN CENTS

Full Support of Industry For King's Tax Measure

Bill Limits Levy to Admissions in Excess Of $1; COMPO Starts Campaign With Copies Sent by Mail to Tax Groups

The full support of the industry will be thrown behind the King measure to limit the application of the Federal admissions tax "to that portion of the amount paid for any admission which is in excess of $1," it was announced here yesterday by the Council of Motion Picture Organizations.



R. J. O'Donnell

The decision was made by COMPO's tax campaign steering committee in the belief that Rep. Cecil King's (D., Calif.) tax bill has the best chance of adoption both by Congress and the Administration.

Copies of the bill are being sent to all members of COMPO tax campaign committees with the request that they write their Congressmen at once, urging them to support H.R. 9875, the number of the King measure. Congressmen should also be requested, COMPO advised, to urge their fellow members on the House Ways and Means Committee to do likewise.

Meanwhile, it was learned that

(*Continued on page 5*)

Decca Earning Rate Will Be Maintained In 1956: Rackmil

By LESTER DINOFF

The dividend rate and earnings of Decca Records and subsidiaries, among them Universal Pictures, "will be maintained and will show continued improvement," Milton R. Rackmil, president of Decca Records, told company stockholders yesterday at the annual meeting.



Milton Rackmil

Decca's 1955 net, including earnings of Universal

(*Continued on page 4*)

Schwalberg's APA In Tieup With New Gold Medal Company

A deal whereby Artists-Producers Associates will supervise and direct sales, distribution and advertising activities for the newly-formed Gold Medal Productions was announced here yesterday by A. W. Schwalberg, president of APA. Schwalberg also is a director of Gold Medal, of which Martin H. Poll, formerly executive producer for Theatre Network Television, is president. William B. Jaffe is general counsel.

Release Through Majors

The new producing organization, according to Schwalberg, will concentrate on the production of feature films as well as special subjects for theatres.

Release will be through the major

(*Continued on page 6*)

McEldowney to Make 'King' in Todd-AO

Kenneth McEldowney, who produced "The River" in India, will utilize the Todd-AO process in making the "The Pearl King" in Tokyo later this year, thus becoming the first

(*Continued on page 5*)

REVIEW:

THE SWAN

M-G-M—CinemaScope

WHETHER OR NOT GRACE KELLY was about to be married to a prince of the blood royal, her new starring vehicle, "The Swan," would be an outstanding entry in both the entertainment and box office sweepstakes of the year. It is that good, appraised only as a picture. It may very well be Miss Kelly's best to date. And with The Wedding certain to be talked about 'round the world for unguessable months to come, this motion picture fable of a beautiful princess in search of her prince is without doubt destined to be seized upon by the world as the next best thing to witnessing The Wedding and the romantics preceding it.

"The Swan" is a sheer delight, given a beautiful and, obviously, costly production by Dore Schary to match its palatial setting and regal prin-

(*Continued on page 5*)

Extend Schwartz RKO Circuit Pact

The existing employment contract of Sol A. Schwartz, president of RKO Theatres, has been extended, it was announced here yesterday by the circuit. The continuation of Schwartz as president was disclosed in the wake of the proposed acquisition by RKO Theatres Corp. of the assets of the Cleveland Arcade Co., the principal asset of which is common stock of Gera Corp., a diversified enterprise engaged in textile finishing, electronic research and manufacturing.

Post-Easter

Rhoden Sees BetterProduct, Brighter B.O.

Will Hold Conferences With de Rochemont

By MURRAY HOROWITZ

National Theatres business was "picked up" by the Easter holiday and, with better product forthcoming, prospects at the box office appear better than a year ago at this time, Elmer Rhoden, NT president said here yesterday.



Elmer Rhoden

Rhoden, here for conferences with Louis de Rochemont on NT's Cinemiracle process and other

(*Continued on page 4*)

Seven Wonders' Has Invitational Premiere

"Seven Wonders of the World," the 3rd Cinerama adventure produced by Lowell Thomas, opened last night at the Warner Theatre to an invitational audience that included figures from the diplomatic, social and enter-

(*Continued on page 5*)

Review of the third Cinerama release, "Seven Wonders of the World" appears on page 6.

Begin Shipment of Optical 'Carousel'

Shipment of initial optical "Carousel" prints to exhibitors began yesterday, official of 20th Century-Fox announced here yesterday.

To date, the company had only stereophonic prints available for distribution. The official estimated that 5 optical prints will be made available for distribution.

PERSONAL MENTION

DON HARTMAN, Paramount producer, will leave Hollywood today for New York.

•

JAMES E. PERKINS, executive vice-president of Paramount International, will arrive in New York today from Latin America.

•

MAURICE SILVERSTEIN, regional director in Latin America for Loew's International, is in New York from Mexico City.

•

HERB STERNE, European press representative for Allied Artists, and ALFRED ST. HILAIRE, unit photographer, left here for France yesterday.

•

MIKE CONNORS, director of artists relations and publicity for Decca Records, will leave here today for Hollywood.

•

STEVE BROIDY, Allied Artists' president, has returned to Hollywood from here.

•

JOSEPH GOULD, United Artists advertising manager, will leave here tomorrow for Hollywood.

•

HERB STEINBERG, Paramount exploitation manager, will arrive in San Antonio today from Chicago.

•

GEORGE GLASS, executive of the Hecht-Lancaster Organization, will leave here tomorrow for Hollywood.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York today for the Coast.

•

MORRIS JACOBSON of Strand Amusement Co., Bridgeport, Conn., has returned there from Syracuse.

•

JACK H. LEVIN, president of Certified Reports, has returned to New York from Pittsburgh.

•

FOSTER M. BLAKE, Western sales manager for Universal Pictures, has left here for Hollywood.

•

CAROLE MATHEWS left for London yesterday from here via B.O.A.C.

Ford Wins Title

TV producer Art Ford, who has entered the theatrical film field, yesterday was granted the right to the title, "Juvenile Delinquent," following an arbitration hearing at the MPAA offices. Universal had protested the title on the grounds that it was similar to its forthcoming "The Lovely Delinquent."

King-Size Pressbook Out for 'Alexander'

United Artists today will begin distribution to the nation's exhibitors 15,000 copies of the "jumbo" pressbook for Robert Rossen's CinemaScope production of "Alexander the Great," it is announced by Roger H. Lewis, UA national director of advertising, publicity and exploitation.

Prepared by the UA pressbook department under the direction of editor Howard N. Carnow, the king-size exploitation manual measures 18 x 24 inches and carries on its cover a full-color adaptation of the double-truck ad being run in key newspapers across the country.

Containing a detailed blueprint for both large and small situations, the "Alexander the Great" pressbook was designed to give ideas and materials for circus-style ballyhoo, merchant support, contests, special displays and school promotions.

Ward Marsh, Editor, Honored in Cleveland

CLEVELAND, April 10. — About 125 industry members, of whom the majority were Northern Ohio theatre owners and managers, representing every circuit, attended the Ward Marsh testimonial banquet in the Carter Hotel here for Ward Marsh, motion picture editor of the "Cleveland Plain Dealer."

Out-of-town executives present included Ernest Emerling, Mori Krushen and Charles McCarthy, all of New York, also John Royal, former Clevelander and one-time manager of the Palace Theatre.

George Murphy, toastmaster, was Hollywood's personal representative.

Many telegrams from producers on the coast were received. Speeches were delivered by Gov. Frank J. Lausche, Royal and Mayor Anthony Celebrezze.

Film Council to Push Boycott of 'Boone'

HOLLYWOOD, April 10. — The AFL Film Council, at its regular weekly meeting, voted unanimously to continue the boycott against "Daniel Boone," filmed in Mexico, which the council took action against last week on the ground it was an example of "runaway production."

SAG Approves Pact For Five-Day Week

HOLLYWOOD, April 10. — The Screen Actors Guild, in a mail referendum, voted 4,226 to 59 to approve the contract recently negotiated with the major studios providing a five-day week and increasing salary minimums retroactive to Feb. 1.

Foundation Checks in Mrs. Zukor's Memory

Jack Cohn, president of Motion Picture Pioneers, revealed yesterday that a number of checks made out to the Foundation of the Motion Picture Pioneers in memory of Mrs. Adolph Zukor had been received. Mrs. Zukor, who died last Saturday at the age of 80, was buried yesterday at Mt. Hope Cemetery, Hastings-on-Hudson. The checks were in lieu of floral offerings, which Mrs. Zukor's family had requested be omitted.

Skouras Heads UJA Gift Committee

Spyros P. Skouras will be the chairman of the corporate gifts committee of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York, it was announced by Leon Goldberg, vice-president of United Artists, over-all chairman of the division.

Skouras, a leading figure in the philanthropic activities of the industry, was the guest of honor at the industry's annual dinner in behalf of UJA in 1954. He has for many years been an active UJA supporter and has served on many of the division's committees.

In accepting the chairmanship of the committee, Skouras made a special statement to the industry, in which he said: "This year, more than ever before, we must make our greatest effort in behalf of the United Jewish Appeal. The cruel tensions which the refugees from the North African countries are daily undergoing in the border settlements of Israel are brought to our attention every morning in the daily press. For the relief, resettlement and in many cases the very survival of the North African refugees, what we are able to accomplish, both individually and in our industry-wide effort this year, may well be decisive for years to come. The atmosphere of fear and tension to which these people are being subjected every day, may, if it is not alleviated, affect the entire future of people everywhere."

Goldberg to Head Jacobs' N.Y. Office

Fred Goldberg has been appointed head of the New York office of the Arthur P. Jacobs Co., Inc., and coordinator of the firm's European activities, effective April 30.

Goldberg most recently has been advertising and publicity manager for I.F.E. Releasing Corp. Prior to that he was vice-president of the Norton & Condon public relations firm, and assistant publicity manager for RKO Pictures.

Einfeld Will Leave On European Trip For Int'l Promotion

Long-range international promotion on six major CinemaScope productions, five of which will be filmed in Europe, and conferences with film industry leaders on the continent and executives of 20th Century-Fox's International Corp. are part of an extensive agenda set by vice-president Charles Einfeld, who will fly to Paris on Friday.



Charles Einfeld

An important phase of company policy to produce, distribute and promote a $100,000,000 line-up of 34 pictures, the trip will set into immediate motion comprehensive advertising, publicity and exploitation plans to pre-sell each of the attractions months and as long as a year before release, Einfeld said.

The executive will meet first in the French capital with Ingrid Bergman and Anatole Litvak, star and director, respectively, of "Anastasia," a Buddy Adler production, to be filmed in Paris, Berlin, Copenhagen and London this summer. While in Paris, Einfeld will further develop plans for the Cole Porter musical, "Can Can" and "Boy on a Dolphin," a Samuel G. Engel production.

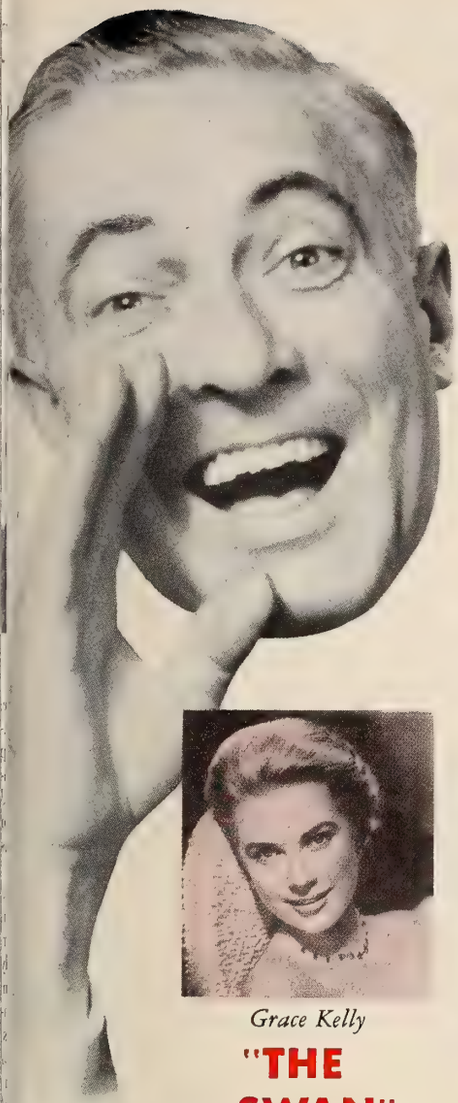
Will Attend Cannes Festival

From Paris, Einfeld will go to Cannes to attend the Film Festival there, where Darryl F. Zanuck's "The Man in the Gray Flannel Suit," is an entry.

Meetings with producer Andre Hakim will be held in London to blueprint advance campaigns on "Sea Wyf" and "The Black Wings," two Sumar productions to go into production later this year for 20th Century-Fox release. While abroad, Einfeld also will meet Murray Silverstone, president of 20th Century-Fox's International.

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"HEY! GET A LOAD OF WHAT M-G-M's GOT!"

"Guys And Dolls" *(Samuel Goldwyn Production — M-G-M release)* and M-G-M's "I'll Cry Tomorrow" are America's top-grossing attractions, setting hold-over records everywhere. "Forbidden Planet" sensational Coast to Coast. "Meet Me In Las Vegas" outstanding nationwide. And now more Big Ones from Hit Headquarters.

Grace Kelly

"THE SWAN"

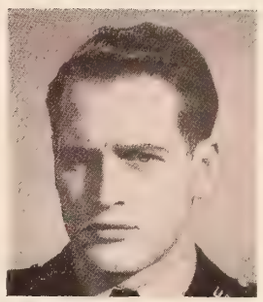
The love story of a princess. Grace Kelly, Alec Guinness, Louis Jourdan and more. The picture that everyone wants to see. A magnificent eye-filling production in Color and CinemaScope.



Leslie Caron

"GABY"

The kind of youthful romance for which movies were born. Leslie Caron, topping her "Lili" performance, John Kerr of the stage's "Tea and Sympathy," Backed by a giant promotion campaign. Color-CinemaScope.



Paul Newman

"THE RACK"

It's got all the drama, the suspense, the power of "The Caine Mutiny." Watch for new star, Paul Newman. Plus great performances by Wendell Corey, Walter Pidgeon, Edmond O'Brien, Anne Francis, Lee Marvin.



Ava Gardner

"BHOWANI JUNCTION"

Just screened at M-G-M. Sensational! One of the year's big pictures. Ava Gardner gorgeous, Stewart Granger rugged in a drama of passion and excitement. Filmed in Pakistan. Color-CinemaScope.



Ernest Borgnine

"THE CATERED AFFAIR"

Every audience Preview sensational. Starring Bette Davis, Ernest Borgnine, Debbie Reynolds, Barry Fitzgerald. The Academy Award-winning team, star and author of "Marty" Ernest Borgnine and Paddy Chayefsky deliver another wonderful story.



Glenn Ford

"THE FASTEST GUN ALIVE"

Glenn Ford's powerful performance as a peaceful man who suddenly reveals a hidden skill as a marksman. The startling surprise ending will be kept a secret in promotion. The co-stars: Jeanne Crain, Broderick Crawford, Russ Tamblyn.



Kirk Douglas

"LUST FOR LIFE"

A masterpiece in every sense of the word, filmed in the beauty of its Netherlands background. The story of the tragic, tender, bewildered great painter van Gogh, perfectly portrayed by Kirk Douglas. A brilliant supporting cast. Metrocolor-CinemaScope.



All Star!

"HIGH SOCIETY"

A BIG musical enterprise. Great love story, Cole Porter songs and: Bing Crosby, Grace Kelly, Frank Sinatra, Celeste Holm, John Lund, Louis Calhern, Sidney Blackmer, Louis Armstrong and Band. Color-VistaVision.

Rhoden

(*Continued from page* 1)

matters, was asked about NT business prior to the Easter holiday. He said that although pre-Easter business has shown some improvement, especially compared to the last quarter of the year, which was low, it has not been quite as good as last year.

De Rochemont Has Two

The NT president said that he will confer with de Rochemont while here. He indicated that de Rochemont, who has acquired two properties, Richard Halliburton's "The Flying Carpet" and "Seven League Boots," plans to combine both into one Cinemiracle production. Asked whether the combined property will be the first Cinemiracle production, Rhoden replied in the negative, saying that such a production would take too much time. He said that de Rochemont, who has been signed by NT as a producer for Cinemiracle, will announce the first property to be utilized for the process.

Rhoden, who plans to return to the Coast on Friday, said he will attend the premiere of "The Man in the Gray Flannel Suit" at the Roxy tomorrow night. He also attended last night's premiere of "Seven Wonders of the World" at the Warner.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week— through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

ELY LANDAU and Harold Goldman, prexy and national sales manager, respectively, for National Telefilm Associates, may take a well deserved bow for energetic promotion of their product and their impressive means of advising us and our contemporaries of their program at the NARTB conclave at the Conrad Hilton Hotel in Chicago next week. Visitors to their suite (504-505-506)—free ad—will not only see some of the David O. Selznick, Alfred Hitchcock and Dore Schary pix but they'll also be eligible for a prize—a 16mm. Bell & Howell movie camera. . . . Cosmopolitan magazine tossed a wing-ding yesterday at the Savoy-Plaza in Gotham, honoring Steve Allen who becomes a contributing editor with next month's issue. John J. O'Connell, ye editor of Cosmo, proved a genial host.

☆ ☆ ☆

Joe Franklin, the ABClever host-narrator-emcee-deejay-announcer of the daily-at 12:30 P.M. TV series, will interview Eddie Fisher on his program tomorrow continuing his fast-stepping pace of presenting top-notchers on his show. Incidentally the handsome young vocalist on the program, Alan Gerard, is a writer-member of ASCAP and will sing his own ballad, "All Around the Town," on the show next Tuesday. Lyrics by a fellow named Pinky Herman (who he?). . . . Sesac, Inc. celebrating its 25th anniversary in the music performance rights field, will move this summer, to its new, spacious quarters in the new Coliseum Tower at Columbus Circle. . . . Bill (Sonny) Fox, emcee of the "$64,000 Challenge" TV CBSeries, which made an interesting debut Sunday, was a member of the production staff on Allen Funt's "Candid Camera" program six years ago and later became the smooth-talking guide on a weekly travel and exploration program, "Let's Take a Trip."



Joe Franklin

☆ ☆ ☆

Jackie Gleason, "for his versatility and infectious enthusiasm" in "The Honeymooners," Doug Edwards "for his mature approach to the news," "Lassie," Dr. Frank C. Baxter ("Now and Then") and "Omnibus," will be cited with George Foster Peabody Awards for 1955 today at the Radio & TV Executives Society at their luncheon at the Hotel Roosevelt. "Lassie" is produced by Robert Maxwell for TPA. . . . A baseball yarn, "The Rookie of the Year," which is next Wednesday's Screen Directors Playhouse TVehicle (timed with the opening of the baseball season) will star John Wayne and will feature John's son, Pat, as "the Rookie.". . . Hold the phone, you excited inhabitants of tune pan alley. John Nesbitt's story, "The Man with the Beard," which will be CBSeen next Sunday on the Bell System's new series, is NOT a story about Mitch Miller—but rather is based on the life of Joe Palmer who lived in a small Massachusetts town over a century ago.



Jackie Gleason

☆ ☆ ☆

SUCCESS STORY: Six years ago a five-foot-two 33-year-old gentleman, with five cents in his pocket but with eyes glowing brightly in the knowledge that his dreams of freedom had at last been realized and that his struggle for survival in a German concentration camp was not in vain, arrived in this country. A native of Lithuania, he graduated with honors from the University there and authored four books on camera and sound technique which became so widely acclaimed that many of his ideas were adopted here in America. He established a small laboratory and factory in 1952 in a basement on W. 48th St. and three years ago moved to his present quarters at 500 W. 52nd St. in New York City. His tripods, sound booms and other studio equipment business has become so widely used in the motion picture and TV fields, that he has just acquired a six-story building on 10th Ave. which will afford him more than ten times the space he now occupies and which he'll move into late next month. The firm is Cinekad Engineering Co. and the brave and gifted founder and president of the company is George Kadisch.

Decca

(*Continued from page* 1)

Pictures, was $3,794,585, or $2.3 per common share, Rackmil reporte

Rackmil reported that 85 per ce of the outstanding stock of the co pany was present at the meetin John J. Gilbert, a stockholder, adv cated resolutions to provide for cum lative voting for directors and to gi stockholders a post-meeting report resume form.

During the course of his questio ing of Rackmil on a number of poin pertaining to the Decca annual r port, Gilbert called stockholder Rog Mahan of Roger Mahan Theatre Waterbury, Conn., "a stooge of ma agement." Mahan had interrupt Gilbert and told the group that "tir was being wasted with this ma objections."

Gilbert asked why earnings of U versal Pictures were below those other film companies. Rackmil sa that about 75 per cent of Universa earnings are included in those Decca, and "that no divisions Decca are running in the red." was stated that Decca, which ow 74 per cent of Universal, has " plans to merge with Universal."

Rackmil Is Caustic

Gilbert attempted to use his boo "Cumulative Voting," in support his proposal. Rackmil forbade the i troduction of the book and refer to Gilbert in a disparaging ve However, at the close of the meetin he apologized to Gilbert and to t meeting. During the course of t exchange between Gilbert and Rac mil, with interpolations by Mah two other stockholders walked out the meeting.

Reelected as directors of Dec Records were Rackmil, Leonard Schneider, Robert W. Lea, Harold Thorp and Samuel H. Vallance. G bert's proposal on cumulative voti was defeated 1,045,000 to 71,38 His resolution on the post-meeti report also was rejected, 1,031,6 against, and 79,819 for.

Officers reelected were Rackn president; Schneider, executive vic president; Louis A. Buchner, vic president and treasurer; Samu Yamins, secretary; Isabelle Mark assistant secretary, and Irving Wiener, assistant treasurer.

Senate Group to Hear Toll-TV on Apr. 26

The issue of subscription televisi will be argued before the Sena Committee on Interstate and Foreig Commerce in Washington on April 2 by representatives of the Committ Against Pay-to-See TV, it was r ported here yesterday.

The Senate committee, which is i vestigating the television industr will hear arguments against toll-T by representatives of American L gion, Marcus Cohn, special counse and Philip Harling, treasurer, of t Committee Against Pay-to-See T respectively.

King's Bill

(*Continued from page* 1)

Robert Coyne, COMPO special counsel, has left for Washington on tax matters in the wake of Congress' reconvening following the Easter recess.

The decision to support the King bill in favor of other tax measures was forecast in the March 14 issue of MOTION PICTURE DAILY.

O'Donnell Sends Letter

Robert J. O'Donnell, national chairman of COMPO's tax campaign committee, in a letter being sent with the reprint of the bill, said:

"Since the $1 exemption applies to all admissions, we believe the bill is fair to motion picture theatres charging higher admissions. In addition to that, the exemption should enlist the support of legitimate theatres, sports interests and other enterprises that have admission charges over a dollar.

Will Seek Hearings

"We intend to urge the House Ways and Means Committee to hold hearings on this measure as soon as possible and to pass it on without delay for consideration by the full House.

"Accordingly, we urge that you write your Congressman at once, asking him to support H.R. 8975 and to urge his colleagues on the House Ways and Means Committee to support it."

Seven Wonders'

(*Continued from page* 1)

tainment world, lending a festive atmosphere to the event.

Representatives of many of the 42 countries that were visited during the year-long Cinerama photographic expedition around the world attended, including the Ambassador from Brazil, Joao Carlos Muniz; Ambassador from Egypt, Dr. Ahmed Hussein; Ambassador from Saudi Arabia, Sheikh Abdullah Al Khayyal, and Ambassador from Venezuela, Dr. Cesar Gonzales.

Among the high-ranking persons invited were Gen. James H. Doolittle, Gen. Albert C. Wedemeyer, Gen. David Sarnoff, Brig. Gen. John Reed Kilpatrick, as well as Loy Henderson, Deputy Under-Secretary for Administration, and Judge Charles E. Murphy. Also Billy Graham, Dr. Norman Vincent Peale, Mrs. Thomas E. Dewey, Adam Gimbel, C. V. Whitney, Grover Whalen, James A. Farley, John Gunther, Mr. and Mrs. Bruce Gould and Lady Nancy Astor.

Hollywood Represented

Many Broadway and Hollywood personalities will be present. Television stars Nanette Fabray, Jayne and Audrey Meadows, Maggi McNellis, Garnett Cerf, Bud Collyer, Ed and Eileen Fitzgerald and John Cameron Swayze will attend. Hollywood representatives expected are Mr. and Mrs. Henry Gage (Esther Williams), Mr. and Mrs. Alfred N. Steele (Joan Crawford), Patricia Neal, Linda Darnell, Don Ewell and Denise Darcel.

THE SWAN

(CONTINUED FROM PAGE 1)

cipals. Complementing Miss Kelly among the latter are the inimitable Alec Guinness, the personable Louis Jourdan, the indomitable but never too regal Agnes Moorehead and Jessie Royce Landis, and the always effective Brian Aherne. CinemaScope and Eastman color not only do justice to, but also embellish an abundance of tasteful, interesting and luxuriously designed and furnished sets, and focus a glamorous spotlight on gowns and other feminine raiment that will draw ohhhs and ahhhs from distaff members of audiences everywhere. And Charles Vidor's direction at all times makes the very most of all the splendid talents, raiment and objets d'art at his command to weave an effective spell of completely enchanting make-believe for nigh on to two hours.

Gentlemen of exhibition, you have an honest-to-goodness show at your disposal.

JOHN DIGHTON'S SCREEN PLAY of the Ferenc Molnar stage play of the same title is full of quiet charm and the dignity of simplicity of plot, amusing and likable characterizations, diverting incident, captivating dialogue and well-paced movement. In short, it's superb entertainment.

Miss Kelly is the charming but cool and unawakened princess whose father has likened her to the swan. Her mother, Miss Landis, is anxious to make a royal match for her daughter with Alec Guinness's debonair prince. After much trying, she succeeds in getting the prince to visit her household for the obvious but not spelled out purpose of looking over the royal daughter. The result is a complete indifference for each other on the part of both prince and princess.

But mother is not content to let matters rest. With the idea of stirring the prince's interest by awakening his jealousy, she arranges to have her daughter invite Jourdan, cultural instructor to the children of the royal household, to the ball in the prince's honor. Piqued by Guinness's continued disinterest, Miss Kelly leaves the ball accompanied by Jourdan and in a drive into the night she realizes she loves the instructor. Back at the palace she makes clear her feelings, for the first time arousing the concern of the prince. It then becomes his task to convince her that a princess would be unhappy endeavoring to be a good wife to a poor man in a small village, like a swan out of water. This Guinness succeeds in doing, but only after he has received a sizable assist from Jourdan, who feels he was more pitied than loved by his princess.

All performances are excellent, but Miss Kelly stands out even more than in her earlier pictures. Her talent rings as true in this as does her fresh beauty, so distinctively displayed in Helen Rose's costumes. Worthy of commendation also is the art direction of Cedric Gibbons and Randall Duell, the set decorations of Edwin B. Willis and Henry Grace, and the photographic direction of Joseph Ruttenberg and Robert Surtees.

"The Swan" is not only a class production, it is a superior and satisfying entertainment for the whole family, anywhere. Even stronger adjectives are needed to describe its box office power.

Running time, 112 minutes. General classification. Release in April.

SHERWIN KANE

McEldowney

(*Continued from page* 1)

independent producer, aside from Mike Todd and Rodgers and Hammerstein, to use the wide-screen medium. McEldowney said here yesterday that he planned to make three pictures in the next two years and that he had reactivated Oriental International Films which had produced "The River."

Building Under-Water Camera

The Todd-AO company, he said, was developing an under-water camera to be used for filming "The Pearl King," a story by Robert Eunson, Associated Press Bureau chief in Tokyo.

Before starting on "The Pearl King," McEldowney will complete a partially finished production in India, "Khedda."

Metzger, Inventor of Film Devices, Dies

OTTAWA, April 10. — Morris M. Metzger, 70, superintendent of the film laboratory for Associated Screen News for over 27 years and known throughout Canada for his motion picture technical inventions, died in Montreal after a lengthy illness.

He was credited with having invented the turret lens, automatic splicing machines and machines for developing or printing motion picture films.

Margolin a V-P

Irving N. Margolin has been elected vice-president and member of the board of directors of Cinerama Productions, Inc. Margolin remains treasurer of the company.

RKO Circuit Eyes Drive-ins

Consideration of the purchase of drive-in theatres is reported in the 1955 fiscal report issued yesterday to company stockholders by RKO Theatres Corp.

Noting that 83 theatres in the nation are operated by the circuit, the board reported that consideration has been given to the acquisition of several drive-ins during the past year and that the circuit is in a position to purchase additional theatres with the approval of the Federal Court.

The board reported a net working capital of $8,547,000, as against $8,143,100 a year ago.

Net Income Rises

Adjusted net income for last year before special items was $1,950,200, as contrasted with $1,933,500 for 1954. Net income last year after special items totaled $1,772,500, compared with $1,059,300 for the corresponding 1954 period. The firm, in a preliminary press report in February, erroneously reported 1955 net income was almost $26,000 above the $1,950,200 figure.

Salemson Named to Continental Post

Continental Distributing, Inc., has added to its home office staff Harold J. Salemson as sales promotion manager, it was announced by Frank Kassler, president.

Salemson's functions will consist of supervising the launching of campaigns on all future Continental releases and coordinating the company's advertising, publicity and exploitation with its sales program.

Salemson formerly was assistant to the executive vice-president of IFE Italian Films Export (USA), Inc., after several years as head of his own producers' sales and publicity representation office.

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Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

National Pre-Selling

"THE Birds and the Bees" is the recipient of considerable promotional aid in the May issues of "Photoplay" and "TV Radio Mirror" —the Macfadden publications. A pictorial story with many of the photos in full color appears on a two-page spread in the May issue of "Photoplay." Mitzi Gaynor and George Gobel are spotlighted in these photos made on the Hollywood production sets. In "TV Radio Mirror" of the same month there is a striking full page ad on "The Birds and the Bees."

•

In the review of "The Man in the Gray Flannel Suit" appearing in the April 9 issue of "Life," the writer says: "The film's producers acted on an old maxim Madison Avenue is fond of mouthing, "Don't send a boy to do a man's job," and threw $4,000,000 into "Man," but they have good reason to believe their gamble will pay off at least three-fold."

Many dramatic photos, unusual for their intensity of emotions, even for motion pictures, are used to illustrate the review of "The Man," which occupies parts of four pages.

•

"Forever Darling," the M-G-M picture, was mentioned prominently in an interesting article on the family life of Lucille Ball and Desi Arnaz which appeared in the April 8 issue of "American Weekly."

•

"The Prisoner," "Come Next Spring" and "The Conqueror" are reviewed and recommended to the readers of "Redbook's" March issue.

•

Grace Kelly, whose newest picture, "The Swan," will have its premiere in Philadelphia soon, receives some sage advice from Blake Ehrlich in the April 8 issue of "This Week" on Monaco's Court protocol.

•

"Vincent Van Gogh—Dutch Painter Lives Today In An American Movie," is the title Ed Miller gave to his story on "Lust for Life," the M-G-M picture based on the life of Van Gogh. The article appears in the April issue of "Seventeen." It is highlighted by a color reproduction of Van Gogh's portrait of himself that occupies a full page.

•

Lucille Ball and Desi Arnaz went to Jamestown, N. Y., Lucy's home town, for the premiere of "Forever Darling." "Look" sent a camera crew along to cover Lucy's homecoming event. The story appears in the April 17 issue of "Look." When Desi saw the home town turn-out he said, "You said you came from a small town. This is the most people I ever saw."

The same warm intimacy found in the TV series of "I Love Lucy" is apparent in these pages of "Look."

WALTER HAAS

REVIEW:

Seven Wonders of the World

Lowell Thomas—Stanley Warner Corp.—Cinerama

THE THIRD CINERAMA RELEASE, Lowell Thomas's "Seven Wonders of the World," is comparable to its predecessors, "This Is Cinerama" and "Cinerama Holiday." Based on travel adventures and sightseeing, its substance is drawn primarily from visual attractions presented in color by Technicolor and with great technical excellence, rather than from a narrative built upon dramatic plot. As with its predecessors, the Cinerama cameras and the process are the chief attractions. Its box office strength, accordingly, is likely to parallel that of its predecessors.

In a prologue, Thomas refers to the seven wonders of the ancient world by way of introduction to this film of his Cinerama odyssey which covered more than 100,000 miles and included 42 countries in a globe-girdling hunt by plane and other means of travel for the natural and man-made wonders of the world of today. The trip begins in New York and moves quickly to South American jungles and a visit to Rio de Janeiro; to Africa and strange tribes, animal habitats, the Sphinx and Pyramids, a volcano and Victoria Falls; into Asia to view ancient temples, the Taj Mahal, and other scenic wonders from Japan through Cambodia, Thailand and India.

On a visit to the Himalayan Mountains, the Cinerama travelers venture by narrow gauge railroad to the summits and, in a sequence reminiscent of the popular roller coaster ride in "This Is Cinerama," the camera rides the back platform as the train runs wild down the mountainous incline without its engineer.

Visits follow to the Holy Land and to the new oil fields in the badlands of the Near East; thence to Constantinople, and some of the ancient wonders of Athens and Rome, and a mingling among the Catholic Marian Year pilgrims at the Vatican and Castel Gandolfo. A Papal procession and ceremonies photographed inside St. Peter's are pictorially notable. From Rome over the Leaning Tower of Pisa and back to the U. S., with brief visits to rural New England, Niagara Falls, Grand Canyon, Hoover Dam and the Giant Sequoias of California, the Cinerama producers leave the audience with an invitation to choose their own Seven Wonders of the World.

Edited to be exhibited in two parts in Cinerama equipped theatres, the film runs approximately two hours and five minutes. There is a 15-minute intermission between the first and second parts. Contributing to the direction of various sequences are Tay Garnett, Paul Mantz, Andrew Marton, Ted Tetzlaff and Walter Thompson. The photography and sound, of course, are excellent, as is the music by Emil Newman, David Raksin and Jerome Moross. Merian C. Cooper and Gayne Rescher did the aerial photography, and Harry Squire other photography.

"Seven Wonders" continues the Cinerama reputation for quality and novelty in the process that remains uniquely its own.

S. K.

See Agreement on Formula Details

Barring any last minute hitches, foreign managers expressed their agreement on the world formula for the division of permits following a meeting of the Motion Picture Export Association's board of directors here yesterday.

It is understood that Universal fell in line with the majority on certain disputed technical features of the formula, which received the endorsement of company presidents in principle. Among the issues in dispute was the definition of what constitutes an American film, a factor which is used in the calculation of the formula. The final approval on the disputed technical issues will come from the respective companies at a later meeting, it is understood.

'Omnibus' Shifting From CBS to ABC

The Ford Foundation's 90-minute television show, "Omnibus," will be seen over the TV facilities of the American Broadcasting Co., next Fall, it was announced here yesterday.

"Omnibus," which has been telecast by Columbia Broadcasting System's TV facilities on Sunday afternoons for the past four years, will be presented by ABC-TV "in prime Sunday evening viewing time." It was said that the show will be programmed in the 9 to 10:30 P.M. time slot.

It was also announced that the film syndication department of CBS has sold a re-shot series of the "Omnibus" program to Australian television outlets, with William Saroyan acting as host, the role formerly filled by Alister Cooke.

See Increased Use of 16mm. CinemaScope In Institutional Fiel

The utilization of 16mm. Cinen Scope by the educational and ins tutional fields is expected to incre this Fall as budgets will be allocat by "small gauge exhibitors" to b the necessary equipment at the st of the new fiscal year, it was report yesterday by a top 16mm. distributi executive.

The company official, commenti on the current growth of 16m CinemaScope, stated that "only small percentage of the market equipped and using CinemaSco product in small gauge versions."

Says Funds Are Lacking

The main reason for the slow pa he said, was due to the lack of fu in the budgets allocated by the ed cational and institutional fields. soon as new budgets are set, at t end of the current fiscal year, I exp the 16mm. CinemaScope market increase considerably," the distri tion executive said. He pointed that at present not many schools institutions can afford to spend $1 for a 16mm. two-inch focal leng Bausch & Lomb anamorphic lens, put out $150 or more for other len for 16mm. CinemaScope.

He said that at present 20th Ce tury-Fox and Warner Brothers are two big suppliers of 16mm. Cinen Scope product in the domestic m ket, with M-G-M selling its "sm gauge" product in anamorphic v sions in Canada and not the U. All companies release their prod through the facilities of Films, I "small gauge" distributors.

Schwalberg's APA

(*Continued from page* 1)

distributing companies. Schwalb said that a tentative agreement h been made with one major.

Because of talent developed television, Poll said that Gold Me had brought in TV creative tale such as writers, producers, direct players and technicians, to supp ment its motion picture personn The people will work on a partici tion basis, in addition to minim salaries.

Schwalberg formerly was presid of Paramount Film Distributing Co Poll, who has produced pictures h and abroad, produced the Gene Electric shows, the National Salute Eisenhower dinner and other eve for TNT.

Hyman and PRM Acquire 'Popeyes'

Paramount Pictures and Hear King Features, which hold joint terests to the "Popeye" cartoons, h sold the television rights to 234 the "Popeye" cartoons to Eliot H man's Associated Artists and PR Inc., for a reported $2,500,000.

According to a representative Hyman, the deal was closed over weekend for the "Popeye" packa of which 168 cartoons were in co

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 71 NEW YORK, U.S.A., THURSDAY, APRIL 12, 1956 TEN CENTS

EDITORIAL

Federal Tax Relief Can Be Obtained

By Sherwin Kane

NOW that Compo's admission tax campaign steering committee has decided that H. R. 9875, the King Bill, offers the best chance of obtaining tax relief for the theatres at this session of Congress every member of the industry should get behind it and do his utmost to help obtain its enactment.

The King Bill would boost the exemption from the 10 per cent Federal admission tax from the present 50 cents to $1. The tax would be continued on the portion of the admission price in excess of $1. Thus it offers relief in a fair proportion to both big and little theatres while, at the same time, recognizing the Administration's reluctance to repeal the tax entirely.

•

Industry members who have heard only defeatist reports on the tax campaign may be interested to know that well informed observers on the scene are exceedingly optimistic of the chances of passage of the King Bill. Congressional sentiment is favorable as of now and the key to the ultimate success of the industry campaign appears to lie more with the Treasury and White House than with the Congress, although certainly some missionary work in the Congress remains and established contacts there must be maintained.

•

If it can be shown that a substantial sum still may accrue to the Treasury from the tax remaining on the higher admissions, and that the cost to it may not greatly exceed the estimated $80,000,000, then it is believed that the Treasury would not oppose the bill (even though it did not recommend it) and thus greatly lessen the chances of a Presidential veto.

Meanwhile, Compo's committee chairmaned by R. J. O'Donnell will need the wholehearted aid of every member of the industry. Be prepared to respond when called upon.

Congress Told Too Many Films Distort View of U.S. Life

From THE DAILY Bureau

WASHINGTON, Apr. 11.—The U. S. Advisory Commission on Information told Congress today that too many Hollywood films going overseas give a distorted view of American life. It said the industry should cooperate with the government to correct the situation.

The commission is a group of five private citizens who keep an eye on the government's Overseas Information Program. The statements on the Hollywood films were contained in the commission's 11th semi-annual report to Congress.

The commission's criticism came soon after similar criticism by USIA Chief Theodore Streibert and several members of the Senate Foreign Relations Committee.

The commission report said that

(*Continued on page 2*)

Klune to Executive RKO Studio Post

From THE DAILY Bureau

HOLLYWOOD, April 11.—Raymond A. Klune has been appointed executive manager of studio operations at RKO Radio Studio, it was announced today by Charles L. Glett, RKO executive vice-president. Klune will take over his newly-created post at the RKO studio immediately.

The new RKO executive has occu-

(*Continued on page 8*)

Humphrey Still Mulls SSBC Exhibitor Poll

From THE DAILY Bureau

WASHINGTON, April 11. — Sen. Humphrey (D., Minn.) said he has not yet decided whether his Small Business Subcommittee should poll exhibitors on arbitration and on production by divorced circuits.

He said he wanted to talk to other members of the subcommittee before making any final decision.

Humphrey during hearings last month suggested that major exhibitor organizations carry on such a poll among their members. The Theatre Owners of America and Independent Theatre Owners Association later said the poll could be better carried on by the subcommittee and asked the subcommittee to do it.

House Group Vetoes 'Floating Cinerama'

From THE DAILY Bureau

WASHINGTON, April 11. — A House Appropriations Subcommittee has scuttled the U. S. Information Agency's "Floating Cinerama" project, it was learned.

The agency asked $3,790,500 in federal funds to recondition a mothballed aircraft carrier and equip it to show Cinerama films in major foreign ports. USIA officials said the Cinerama films could be shown on the flight deck to an audience of some 2,000 people at a time, and that other exhibits would be included in

(*Continued on page 8*)

Johnston Report

Would Expand MPEA Offices In S.E. Asia

Proposes a Cooperation Program to Board Here

By MURRAY HOROWITZ

A program of co-operation with South-Eastern Asian nations for the development of the motion picture medium was outlined here yesterday by Eric Johnston, president of the Motion Picture Export Association.



Eric Johnston

The market, stretching from Japan to India, could be doubled or halved in the next five years, depending on what happens politically in the nations of that area and "what we do," Johnston maintained. Correctly, the South-East market represents from $24,000,-

(*Continued on page 8*)

Distribution to SBC Hearing in May

Distribution will offer its testimony to the Senate Small Business subcommittee "some time in May," Kenneth Clark, MPAA vice-president, said yesterday.

This schedule would indicate that it is virtually impossible for any legislation to eventuate from the hearings this year, since Congress is scheduled to adjourn by the end of June. Any report or recommendation by the

(*Continued on page 8*)

Thorne to Head New Sindlinger Dept.

Ed Thorne, past president of United Theatre Owners of Oklahoma, and for many years city manager of Cooper Foundation Theatres in Oklahoma City, has joined Sindlinger &

(*Continued on page 8*)

New Assistant to President

Mundo Lists Promotion of Activities At Local Level Among TOA Duties

A program will be mapped out within the near future to create more enthusiasm for Theatre Owners of America at the regional unit level, it was disclosed here yesterday by Claude Mundo, administrative assistant to the TOA president, at a trade press meeting here yesterday. Mundo said that he hoped to stir up enthusiasm for TOA and for its regional units through the utilization of showmanship and promotions. He cited, as example, the use of eye catching bulletins which will be sent out at specified intervals.

Mundo, who arrived here last weekend from Arkansas to accept this new post, however, also stated that "frankly, gentlemen, I don't know what I am to do here."

He said that following his last meeting with TOA president Myron N. Blank, at the national exhibitor group's mid-winter board meeting in New Orleans in early March, he came to the conclusion that his main functions would be "to assist local units in organizational work and to assist

(*Continued on page 8*)

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association, will go to the Coast over the week-end, returning to Washington early next week.

•

CHARLES M. REAGAN, M-G-M vice-president and general sales manager, and IRVING H. GREENFIELD, secretary of Loew's, Inc., left here yesterday by plane for Hollywood. They will return at the week-end.

•

ROBERT M. WEITMAN, vice-president of the Columbia Broadcasting System television network, is in Chicago today from New York.

•

LAWRENCE LASKEY, partner in E. M. Loew Theatres, Boston, is the father of a son born there to MRS. LASKEY at Beth Israel Hospital.

•

EDITH LINDEMAN, motion picture editor of the Richmond, Va., "Times-Dispatch," has returned there from New York.

•

SAMUEL J. FRIEDMAN, Paramount publicist on "The Ten Commandments," is in Boston from New York.

•

ERNEST L. SCANLON, producer, is en route to Europe from here.

•

J. J. COHN, M-G-M studio executive, will arrive in New York on Saturday from the Coast.

•

WILLIAM NUTT, RKO Radio West Coast story editor, will leave Hollywood tomorrow for New York.

•

TRUDY HAMBERGER, secretary at Theatre Owners of America headquarters, is vacationing in Havana.

•

MIKE ROSEN, M-G-M personnel manager, is vacationing from here in Indio, Calif.

•

ALEX BARRIS, motion picture editor of the Toronto "Globe and Mail," has returned to Toronto from New York.

•

BERNIE KAMBER, publicist, has returned to New York from Europe.

Loew, Jr., Stays On

Arthur Loew, Jr., producer of M-G-M's "The Rack," is extending his New York visit for matters pertaining to his recently announced independent producing organization. He will leave for the West Coast shortly and return here again next month, at which time he will confer with publishers and authors with a view to lining up story material.

Wm. Morris to Sell New WB TV Series

The William Morris Agency has been appointed exclusive sales representative for a projected series of four one-half hour television shows of which Jack M. Warner is the executive producer. This series is separate and apart from Warner Brothers' "Warner Bros. Presents," now on the air. It will be produced by the TV division of Warner Brothers. Each of the four titles will be produced as a series of half-hour shows.



Jack M. Warner

The titles are "Amazon Trader," starring John Sutton, to be produced in South America in WarnerColor; "96 Winter Street," to be shot in New York with Lee Bowman starred; "Joe McDoakes," starring George O'Hanlon, a new series of the "Behind the 8-Ball" stories, and "Port of Call," starring John Ireland as a captain of a cargo-passenger ship which puts in at a new port each week.

'Flannel Suit' Opens Tonight Here, L.A.

New York's Roxy Theatre and Grauman's Chinese Theatre in Hollywood will be the scenes of simultaneous premieres tonight of Darryl L. Zanuck's "The Man in the Gray Flannel Suit."

Government, state and local leaders will join with Hollywood and Broadway stage and TV celebrities in attending the respective showings of the 20th Century-Fox production. The premiere marks 30 years in the film industry as a producer for Zanuck who began his career as a screen-writer.

'Goodbye, My Lady' In Georgia Premiere

ALBANY, Ga., April 11.—A capacity audience crowded the Albany Theatre here tonight for the world premiere of the Warner Bros.' film, "Good-bye, My Lady."

Walter Brennan joined Brandon de Wilde and William Hopper, featured in the major roles. A parade with floats from representative cities and Albany organizations preceded the showing.

All three stars are due in Atlanta tomorrow for an appearance at the Paramount Theatre, one of the 370 Southern houses that will be showing the film within the next four weeks.

$62,500 Second Week For 'Alexander' Here

Robert Rossen's "Alexander The Great" has rolled up a second week gross of $62,500 at the Capitol Theatre, New York, in spite of an unseasonable snowstorm on Sunday. The United Artists CinemaScope picture begins its third week today.

Congress

(*Continued from page* 1)

various handicaps had to be overcome in order to make the government's foreign propaganda efforts more effective, and that one of these handicaps was the distribution abroad of American books, magazines and motion pictures "which give a distorted image of what American people and life in America are like."

The number of commercial films which produce a bad effect overseas is not a large percentage of the total volume, the commission admitted. "Unfortunately, however," it added, "several rotten apples can spoil the whole barrel."

Sees 'Understanding' Needed

The commission said it saw nothing in the situation calling for Congressional enactment of a censorship law, but said the matter "does require understanding and cooperation" between the USIA and the motion picture and publishing industries. It noted that USIA has been working on the problem but said "the results thus far leave much to be desired."

The commission urged Congress to set up a special joint House-Senate committee to work with USIA in developing a more effective overseas information program. Sen. Humphrey (D., Minn.) immediately introduced in the Senate a resolution to set up such a committee, composed of nine House and nine Senate members. Rep. Feighan (D., O.) has already sponsored such a bill in the House.

UK Likes 'Conqueror'

LONDON, April 11.—The first 11 pre-release Easter week dates of Howard Hughes' "The Conqueror" grossed over £10,000 ($28,000), it was announced by Robert S. Wolff, RKO's managing director for the United Kingdom. All of these engagements were in theatres of the Odeon Circuit, which last Monday opened the RKO film throughout its chain. Considering the recent box office decline, this is outstanding business, according to Wolff.

Feeney to CBS-TV

Harry J. Feeney, trade news editor for CBS Radio press information, has been named to a similar post for CBS television press information effective April 23.

. . . NEWS ROUNDUP

Attendance Drops in Iowa

State sales tax statistics just releas by the tax commission show th fewer Iowans are attending theatr The commission's latest reports, f July, August and September of 19 indicate that Iowans spent $4,830,6 on motion pictures during the thr summer months last year, which w $458,400 less than the $5,289,0 they had spent during the sa period in 1954. Meanwhile, Iowa were increasing their outlay tickets to athletic events and otl amusements, excluding film theatr by nearly 50 per cent.

■

Canada to Produce TV Film

The National Film Board Canada will produce six half-h TV films in Europe based on w there by Canadians. They will shown in Canada later this year.

■

New Drive-in for Yamins

Yamins Theatres of Fall Riv Mass., has purchased the Nash N. H., Drive-In from Joe Bronste Kessler and Lifman, marking t seventh drive-in under the Natl Yamins banner and the third in N Hampshire. The newly acquir Yamins theatre will open about M 1, after major improvements made, including the installation o new playground-area.

■

Acquire Pitts. Drive-in

Morris Finkel and Norbert Ster Associated Drive-In Theatres, Pit burgh, has acquired this area's larg drive-in, the Echo, on Route 51, fr Al Kurtak.

■

Winsted Strand Re-opens

Lockwood & Gordon has opened the long-dark Strand Th tre, Winsted, Conn., the city's o conventional, four-wall theatre, f lowing extensive remodeling of 1955-flood damaged structure. modeling cost over $55,000.

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PEOPLE

Harry F. Shaw, division manager, Loew's Poli-New England Theatres, Inc., has been named decorations chairman for the New Haven Advertising Club's annual Gold Medal Award dinner on May 12. **Lou Brown** of Loew's is assisting him. **Morris Rosenthal,** Loew's Poli, is serving on the publicity committee.

¤

Paul Klingler, assistant manager of Loew's-Poli in Waterbury, Conn., is back on the job after a short illness.

¤

Eugene W. Fox has been named district manager of the ASCAP San Francisco office. He has been with ASCAP since 1950 and had been district manager of the Society's Portland office since 1952.

¤

Sanda Shaw is the new addition to the front office staff of Co-operative Theatres of Ohio, Cleveland.

¤

Tom Farrell was guest of honor at a salesmen's luncheon prior to leaving his Cleveland M-G-M sales post to join the Cincinnati M-G-M sales staff.

¤

Alfred R. Stern, assistant to the president of the National Broadcasting Co., has been elected a vice president of the Kagran Corp., wholly-owned NBC subsidiary, and will be in charge of its newly-created NBC theatrical division, it was announced by **Alan W. Livingston,** president of Kagran.

Sells Chicago House

CHICAGO, April 11. — The Bugg Theatre, owned and operated by Mrs. Kay Simmons since 1954, became the property of Harry Brown as of April 1. After a rest, Mrs. Simmons plans to consider the purchase of another theatre.

Hotels Near Capacity For V.C. Convention

Martin Levine, chairman of the 40th Annual Variety Clubs International convention scheduled for May 11-12 at the Waldorf-Astoria hotel, yesterday urged local chief barkers by wire and phone to get their reservations in fast in order to be assured of choice rooms at hotels of their election.

Levine said that reservations were coming in at such a rapid rate that we are getting close to capacity at some of the hotels on our list. We expect at least 1,200 barkers and their wives to attend."

Texas Rancher Adds Nine Theatres to His Farms, Motel, Hotel, Store, Model School

Special to THE DAILY

SEATTLE, April 11.—Peter Barnes, a Texas rancher who also operates six theatres in this area, has expanded his holdings with the purchase of nine theatres of the Columbia Basin circuit in Eastern Washington. His 15 theatres now comprise the largest independent circuit in that area.

The newly purchased theatres are the Lake, Ritz and Basin Drive-in at Moses Lake; the Lee and Marjo, Ephrata; Park-in Drive-in, near Soap Lake; the Lake, Soap Lake; Basin, Othello, and the Warden at Warden.

Barnes made his first investment in Washington 10 years ago when he bought six theatres in Oroville, Chelan, Manson and Okanogan.

Besides his theatre interests, Barnes owns a motel at Chelan, Wash.; a date farm near Palm Springs, Cal.; a 1,400-acre farm in Canada; the Wasaga Beach Hotel on the coast of British Columbia; a department store in Ontario; a new home development in Vancouver, an interest in a modeling school in Seattle, a few Canadian theatres, as well as a large ranch near San Angelo, Tex.

People here wonder what he does with so much spare time.

Trans-Lux Pictures Sets Canadian Deal

Negotiations have been completed between Trans-Lux Pictures Corp. and International Film Distributors, Ltd., for the latter to be the exclusive distributors in Canada for all Trans-Lux releases. The first picture is "Dance Little Lady," currently in national release. Also on the schedule for Canada is "Lovers and Lollipops," which opens at the Trans-Lux Normandie, New York, next Wednesday.

Arrangements for the distribution deal were negotiated by Richard Brandt and George Roth for Trans-Lux, and Nat Taylor and Dave Griesdorf for International.

Back Page of 'Times' Is H-L 'Trapeze' Ad

The entire back page of tomorrow's "New York Times" has been taken by the Hecht-Lancaster companies as an advertisement for the CinemaScope production of "Trapeze." The full-page display will run both in the regular edition of the "Times" and in the paper's overseas edition.

Headed "$6,000,000 — TRAPEZE and the Global Look," the full-page display carries a photograph of "Trapeze" stars Burt Lancaster, Tony Curtis and Gina Lollobrigida, superimposed on a reproduction of the globe. The copy stresses the international character of the forthcoming United Artists release.

UA, H-L Continue 'Trapeze' Parley

HOLLYWOOD, Apr. 11.—United Artists and Hecht-Lancaster executives tonight were continuing discussions relative to renewal or extension of the distribution agreement which expires with the distribution of "Trapeze." Although no principal directly divulged the course which discussions are taking, it is understood that a three-year deal is favorably regarded by both parties, with details to be worked out in final talks.

The discussions began Tuesday.

Universal Ends Warrants Issue

WASHINGTON, April 11.—The elimination of the warrants of Universal Pictures was reported here by the company to the Securities and Exchange Commission.

In its report, the company stated that as of April 1, the expiration date of the warrants to buy common stock, there were no such warrants outstanding. Recapitulating the activities in the shares for the year, the company stated that as of Dec. 31, there were 10,176 warrants outstanding, exclusive of the 25,487 warrants held in the company's treasury. Warrants for 4,835 shares of common stock were exercised from Dec. 31 to April 1 and a like amount of common stock was issued. The company bought 5,311 warrants in the period at a cost of $99,084, while holders of 30 warrants did not exercise their rights.

To Launch TV Code Educational Drive

WASHINGTON, April 11. — An extensive promotion campaign to familiarize the public with the Television Code will be launched soon by its Television Code Review Board, the National Association of Radio and Television Broadcasters announced.

After a weekend meeting in New York, the code review board decided to send out a brochure and other material explaining the workings of the code to the public.

Westrex Offers New Type Sound System

The introduction of the Westrex Economy Sound System, said to provide quality equipment for the smaller theatres at a low price, has been announced by the Westrex Corp.

The firm, which reports the single channel sound system is composed of parts engineered in an easy way, said it is less costly than comparable 1955 equipment and that the original cost is lower but the equipment is easy to install.

Tax Drive to Fore

Allied of N. J. Convention Set For May 27-29

A heavy agenda covering the forthcoming annual convention and the Federal tax repeal campaign will highlight the board of directors and membership meeting of Allied Theatre Owners of New Jersey which will take place at the Famous Kitchen Restaurant here on April 24, according to ATONJ president Sydney Stern.

Stern said that the annual convention of the regional unit of Allied States will be held at the Concord Hotel, Lake Kiamesha, N. Y., May 27-29, and that some 450 persons are expected to attend.

Directors to Meet in Morning

The ATONJ president said that the board of directors of the unit will meet in the morning and that the afternoon of April 24 will be devoted to a regular membership meeting. Stern said that the subject of tax repeal campaign, an issue which the unit has been mulling for some time, will be discussed or put over to a time when the matter can "really be given a going over."

Commenting on the ATONJ questionnaire, Stern said that only 70 per cent of the number sent out have been returned thus far. "A compilation of the questionnaire, which includes questions concerning arbitration, government regulation of film rentals, and taxes, will be made public at our annual convention in May," he said. Stern also said that the unit's Emergency Defense Committee will also render a report then.

New Show Business Club in Chicago

CHICAGO, April 11.—Members of all branches of show business have formed a new social and benevolent club known as The Stage Club of Chicago, Inc. Meetings are being held every Monday evening in temporary quarters at 55 West Wacker Drive. Charles O. Schoke has been elected president.

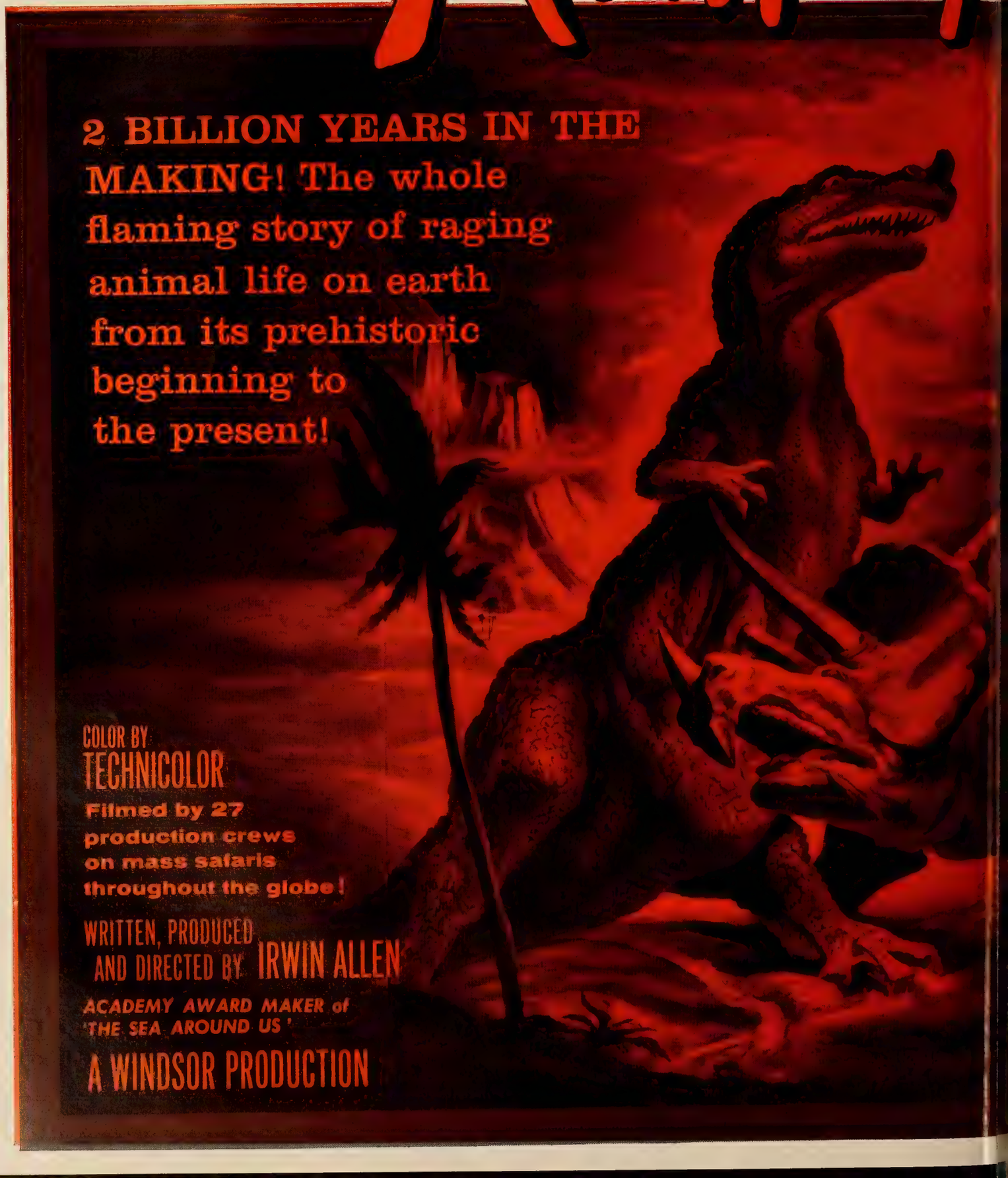
Film Cash Dividends Declined in February

WASHINGTON, April 11. — Publicly repotred cash dividends paid by industry firms in February amounted to $1,740,000, the Department of Commerce announced.

This is a slight drop from the $2,143,000 paid by the same firms in February of last year. The drop was mainly due to the fact that Columbia Pictures' dividend payment was higher in February of last year than it was this year.

WARNERS ARE ALL SET TO A

"THE ANIMA



2 BILLION YEARS IN THE MAKING! The whole flaming story of raging animal life on earth from its prehistoric beginning to the present!

COLOR BY TECHNICOLOR

Filmed by 27 production crews on mass safaris throughout the globe!

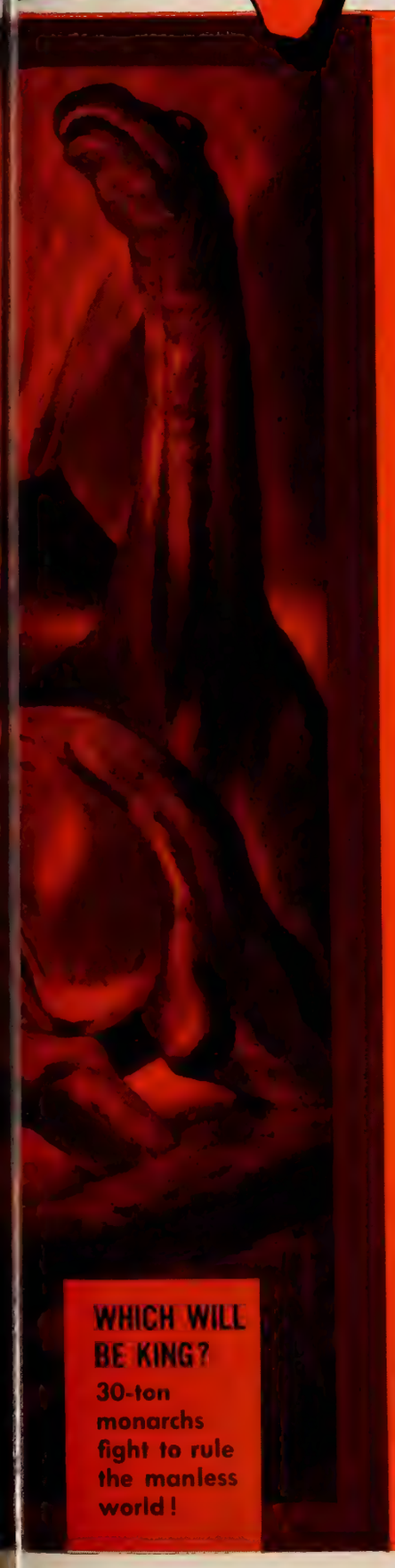
WRITTEN, PRODUCED AND DIRECTED BY IRWIN ALLEN

ACADEMY AWARD MAKER of 'THE SEA AROUND US'

A WINDSOR PRODUCTION

ZE THE SHOW-WORLD WITH

L WORLD"



WHICH WILL BE KING?
30-ton monarchs fight to rule the manless world!

TERRITORIAL SATURATIONS THROUGHOUT THE MONTH OF JUNE! MASSIVE TV AND RADIO BOMBARDMENT WILL ROAR NIGHT AND DAY! IT'S THE SHOWMANSHIP SHOW OF THE AGE FOR ALL AGES!

(COAST PREVIEWS NOTHING BUT ALL-OUT RAVES!)

SEE THE TRADE SHOW! SET IT IN AND SET IT UP FOR A MOP-UP!

CHECK YOUR WARNER MAN FOR DATING SCHEDULE IN YOUR AREA!

TRADE SHOWS APRIL 18

ALBANY
20th Century-Fox Screening Room
1052 Bway. · 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. · 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. · 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. · 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. · 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. · 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. · 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. · 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. · 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. · 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. · 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 So. Vermont Ave. · 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. · 8:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. North · 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. · 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. · 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St · 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA
Warner Projection Room
230 No. 13th St. · 2:00 P.M.

PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies · 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

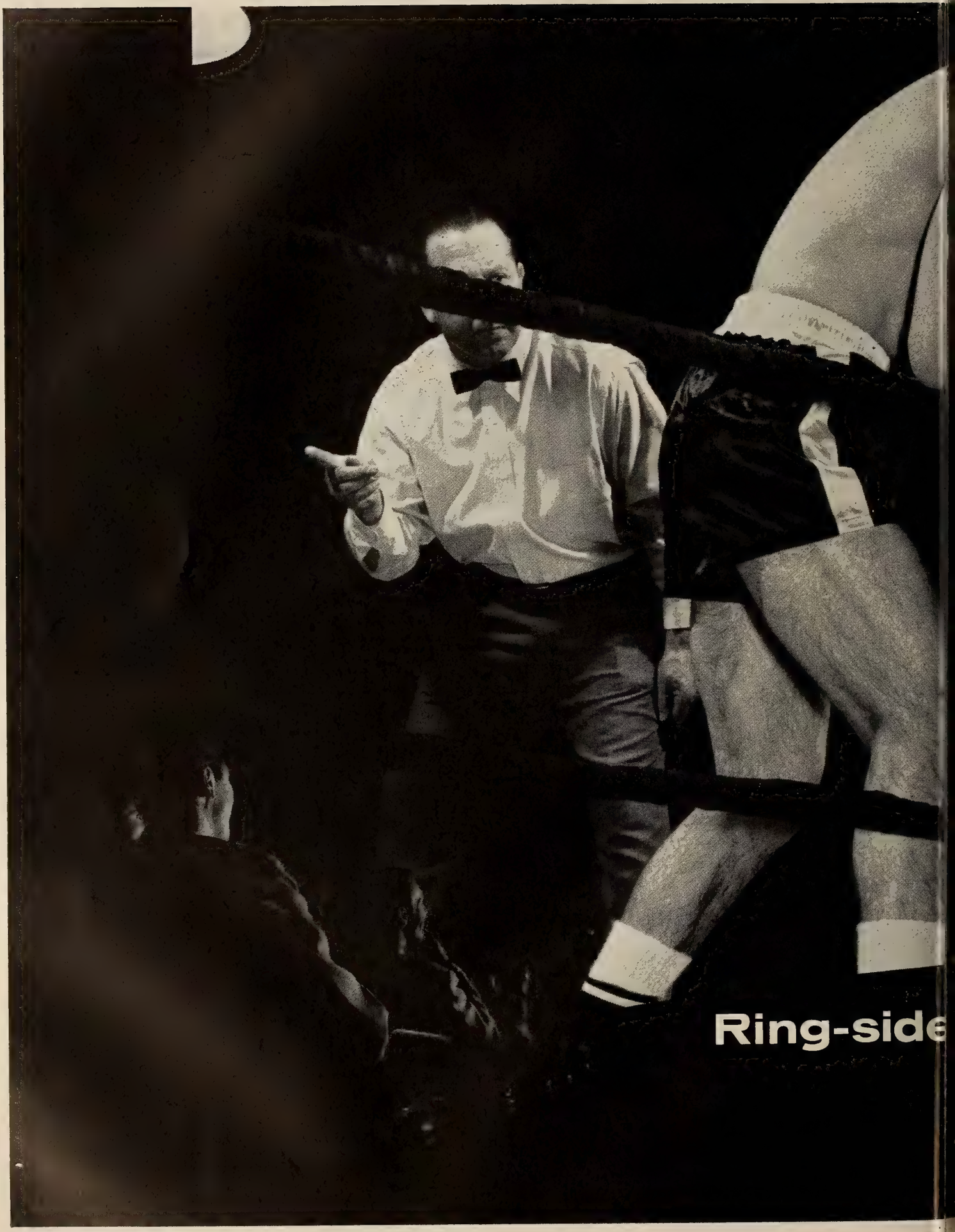
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South · 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. · 2:00 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. · 10:30 A.M.


Ring-side



...world-wide!

Everybody thrills to a fight! Especially when it's on a wide, wide-screen where every seat is down front! Before this show could go on in this way, time, work, and money went into perfecting new technics in production, processing, and projection. Members of the Eastman Technical Service, working hand-in-hand with the industry, are happy to have helped develop these technics.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Branches at strategic centers. Inquiries invited.

East Coast Division
342 Madison Ave., New York 17, N. Y.

Midwest Division
137 North Wabash Ave., Chicago 2, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

Johnston Says Soviet Silent on Film Deal With U. S. Producers

The MPEA has received no response from Russia to a suggestion made by Eric Johnston, president, in February that MPEA be advised what and how many films Russia might wish to buy from the American industry, and at what price.

Johnston told a trade press conference here yesterday that he had been approached by the Soviet Ambassador and a Soviet cultural representative in Washington before leaving on his recently completed global tour. They asked him whether the American industry would be interested in selling some films to Russia. Johnston said he countered with the inquiry whether Russia was interested in buying and made the suggestion about providing information on which MPEA could act.

Sees Government in Favor

Nothing has been heard from Soviet sources since, Johnston pointed out.

In reply to a question, Johnston said he believes the U. S. State Department and other government agencies are in favor of American films being sold to Russia.

Asked whether British film industry representatives had responded to his invitation to come here and investigate conditions surrounding the sale of old Hollywood films to television, the MPEA head replied in the negative. British exhibitor and producer trade organizations had asked Johnston to intervene to prevent the sale of Hollywood films to British television.

Mundo Lists

(*Continued from page* 1)

them in their convention work and also, to work on the national TOA convention which will be held this Fall."

Mundo, a former Arkansas exhibitor who owned and operated theatres in Little Rock, said that he "will have no business contact with distribution and will deal mainly with exhibitors." He will indirectly deal with public relations for TOA, also, Mundo stated.

Asked if he will have authority to answer questions pertaining to policy and to act in the absence of top TOA personnel, Mundo replied that "I don't know nothing about nothing." He said that when TOA officers are absent, Herman M. Levy, TOA general counsel, could be considered the group's "spokesman."

Klune in New Post

(*Continued from page* 1)

pied many key production posts in his many years in Hollywood, including 11 years as executive production manager for 20th Century-Fox and eight years as general production manager for Selznick International. He is a member of the executive branch of the Academy of Motion Picture Arts and Sciences.

REVIEW:

The Scarlet Hour

Paramount—VistaVision

THE INITIAL STARRING performances of Carol Ohmart, Tom Tryon and Jody Lawrance, whom Paramount is building up in the current new talent search, are somewhat marred by a rather complex melodramatic plot in this Michael Curtiz production in VistaVision. It's a hard-boiled type of narrative that wraps up a love triangle, a jewel theft and an accidental killing into 95 minutes of episodes which have a goodly amount of suspense even though some of the incidents are familiar and a little improbable.

A capsule synopsis reveals that it is a story that does not generate a great deal of sympathy for the central characters. Miss Ohmart is cast as the wife of building contractor James Gregory, the latter justified in his suspicion that his wife is carrying on an affair with Tryon, one of his employees. When the wife and Tryon, during a secret meeting, overhear three men plotting to rob a big home, the lovers concoct a plot whereby they will hijack the thieves, get the loot for themselves and run off together. However, in carrying out the plan, Gregory, who has followed them, is shot and killed. Miss Ohmart, in the course of the police investigation, implicates Miss Lawrance, her husband's secretary who, in a sense, carries a torch for Tryon. Eventually, the guilty ones are arrested and, in the fadeout, Tryon and Miss Lawrance realize they have been in love with each other all along.

All of the so-called new talent deliver good performances, with Tryon probably winning the top laurels. The supporting players have had considerable experience on television and the Broadway stage.

Curtiz directed the picture from a screenplay by Rip Van Ronkel, Frank Tashlin and John Meredyth Lucas, based on an original story by Van Ronkel and Tashlin.

Others in the cast are Elaine Stritch, who turns in a fine acting job as the flippant girl friend of Miss Ohmart; E. G. Marshall and Edward Binns. Nat "King" Cole is spotted in for a night club scene in which he sings "Never Let Me Go."

Running time, 95 minutes. General classification. For April release.

JACK EDEN

'Floating Cinerama'

(*Continued from page* 1)

other parts of the ship. They argued this would be an effective method of selling foreign audiences on the U. S.

However, a subcommittee headed by Rep. Rooney (D., N. Y.) has vetoed the funds request, it was reported. The matter will be put before the full House Appropriations Committee on April 20.

USIA officials have viewed the Cinerama project as a key part of their hoped-for expansion in the government's overseas information program. Should the House sustain the subcommittee's action, they would undoubtedly take their fight for the project to the Senate.

Five Cities Added to George Gobel's Tour

Five cities were added to George Gobel's "The Birds and the Bees" promotional tour itinerary yesterday, bringing to 11 the number of key cities which the TV comedian will visit during April and May.

Boston, Philadelphia, Washington, Denver and Detroit were added to the list that already included Houston, Dallas, Ft. Worth, Chicago, New York and San Antonio. The Paramount film has its premiere on May 4 in New York and on May 2 in Chicago.

Distribution to SBC

(*Continued from page* 1)

committee, assuming it proposed legislation in the first place, would be most unlikely to be acted upon in the short time remaining of the session.

Clark also reported that Eric Johnston, MPAA president, had wanted to hold a meeting of the committee considering revision of the Production Code during his current stay in New York but the absence from the city of the committee members prevented it. Barney Balaban is in Europe and Abe Schneider is out of town, too. A meeting will be held when they return.

Thorne to Head

(*Continued from page* 1)

Co. as head of a new client service department, it was anounced by Albert E. Sindlinger, president of the business analyst firm.

Thorne has been spending the past week with Sindlinger and staff at the headquarters in Ridley Park, Pa., observing at first-hand the methods and procedures used to gather and tabulate Sindlinger data each week. Thorne will return today to Oklahoma City, where he will headquarter for the time being. He will conduct clinics with Sindlinger clients throughout the country, and service Sindlinger's TV station and sponsor clients, publishing clients, as well as exhibitor and producer clients.

Johnston

(*Continued from page* 1)

000 to $25,000,000 annually American producers.

Johnston said the program he lined to the meeting of comp presidents and foreign managers ed for the opening up of additi MPEA offices in the area, the ai MPEA representatives and perso of American film companies in l ing technical assistance and l range planning to native film in tries.

Area Heavily Populated

The MPEA president, who completed a world-girdling tour, the trade press following the pany president's meeting. Among nations visited by Johnston India, Japan, Pakistan, Burma, land, Viet Nam, an area which tains one-third of the world's po tion, Johnston stressed.

He described the area as a gro one, economically, where the pe spend a disproportionate amou their earnings for motion picture tertainment. He added, how that exclusive of Japan, there only 5,000 theatres in the entire

Johnston called his trip a "succ pointing out that the mutuality Hollywood and native problems aired in a friendly atmosphere, re ing in a better understanding. conferred with the heads of sta each of the countries visited, Joh added.

Stressed Freedom of Market

To the requests of Asian Ind about the American market for films, Johnston said he stressed the U. S. is a free market and fo films could be marketed as effect as some of the foreign commoditi the U. S. He went on to expres belief that films are an internati medium of exchange and it wa the interest of each country to that medium in a healthy state. lems concerning the trade, he should be solved mutually, r than exclusively, in the parti country without consideration other countries.

As part of the inital phase of program, MPEA offices will be e lished in Manila and an MPEA r sentative will be appointed for I replacing the representative wh cently resigned.

Expects a Good Year

Asked for his 1956 estimate of foreign gross, Johnston repeated he thinks American film comp will do slightly better this year, $2,000,000 to $3,000,000 mor compared to 1955. He said the cently-arrived-at world formula the division of permits will be for the first time in the divisi Japanese permits. In Italy, wher visited briefly, he said the It government has issued 30 per ce next year's film quota in provis permits.

Turning to the domestic situa Johnston said that everyone he talked to his expressed opti about the film business in the U

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 72 NEW YORK, U. S. A., FRIDAY, APRIL 13, 1956 TEN CENTS

lexible as to Time

[-L, UA Sign or Producing, istribution

ct Calls for Five Films 2 Years; 5 to Follow

By WILLIAM R. WEAVER

HOLLYWOOD, April 12.—Hecht-caster Companies and United Art- officials today announced the con-mation of a new contract covering duction and distribution of pic-s budgeted at an aggregate of ,000,000.

he pact, agreed upon after three s of discussions conducted by Ar- Krim, Robert Benjamin and Rob- Blumofe, for UA, and Harold ht, Burt Lancaster and Leon Kap- for Hecht-Lancaster, is for an ex-led period and stipulates five s agreed upon for filming within years, with a second group of to follow. It was indicated that deal is flexible as to extension, at

(*Continued on page* 6)

2,000 to 'Dimes' om 'Flannel' Bow

larking the first anniversary of introduction of the Salk vaccine, m of $22,000 was raised for the ch of Dimes by last night's fes- premiere of Darryl F. Zanuck's e Man in the Gray Flannel Suit" CinemaScope at New York's Roxy atre. The program was staged ltaneously with one at Grau- 's Chinese Theatre, Los Angeles. he twin events, highlighting the anniversary as a producer for

(*Continued on page* 8)

aye Leaves Today r UN Mission

anny Kaye, ambassador-at-large the U. N. Children's Fund, will e New York this afternoon on his l mission abroad to visit fund- l programs in Asia, Europe and Eastern Mediterranean area. is four-week tour, which will in- e presentation of his film, "As- nent Children," on UNICEF ac-

(*Continued on page* 8)

Herald Institute Poll Reveals

All-Inclusive Arbitration Favored by U.S. Exhibitors

Overwhelming support of an arbitration system that would encompass all trade practice problems and would be guided by both industry and non-industry men has been given by exhibitors throughout the nation in a detailed survey conducted by the *Motion Picture Herald* Institute of Industry Opinion.

Dire need for relief of the friction that appears to be grinding at the bearings of the trade's economic structure was cited by exhibitors, who favored an arbitration system by a decisive 84.9 to 15.1 per cent. The Institute's survey further revealed that exhibitors are striving for complete arbitration, as illustrated in a unified response of "if we are going to arbitrate, let's arbitrate everything." Arbitration support in several instances was indicated only if

(*Continued on page* 8)

Board Shown 'MGM Camera 65' Process

From THE DAILY Bureau

HOLLYWOOD, April 12. — The board of directors of Loew's, Inc., devoted Thursday the first day of their two-day conclave to a tour of the M-G-M studios as guests of Dore Schary, production head, inspecting the company's new 65mm. process, now being used for the filming of "Raintree County," and viewing completed product of the company's studios.



Arthur M. Loew

The directors will concentrate to-

(*Continued on page* 6)

300-Date Saturation Run for 'Alexander'

A saturation Decoration Day booking of 300 dates in 32 cities for Robert Rossen's CinemaScope production of "Alexander the Great" has been scheduled by United Artists.

Bookings are to be backed by the same campaign that sparked runs in New York, Chicago, Los Angeles, Atlanta, Baltimore, Ft. Lauderdale, Jacksonville, Miami, St. Petersburg,

(*Continued on page* 6)

Claim Record for Plan's Thoroughness

Aim Campaign for 'Commandments' At Non-Theatre Patrons, 'Repeats'

A world-wide promotion program, perhaps never before equalled for scope, thoroughness and duration, has been developed for Cecil B. DeMille's "The Ten Commandments" and was described to trade press representatives by Maxwell Hamilton, coordinator of presentation plans for the picture, at a luncheon in the Paramount home office dining room yesterday.

Hamilton, new to the motion picture field but with wide experience in industrial and corporate public relations, will administer a special campaign of a minimum two and one-half years duration on behalf of the picture, which will begin where all of the usual extensive promotion campaigns which are planned for productions of exceptional importance ordinarily terminate.

In other words, the program being directed by Hamilton will include every imaginable phase and area of promotion which promises to attract the non-theatre-goer, rather than the regular and occasional patrons at whom the theatrical campaign for the

(*Continued on page* 6)

To Produce Later

RKO Into TV; Film Service Unit Set Up

Designed to Serve All Segments of Television

From THE DAILY Bureau

HOLLYWOOD, April 12.—RKO Radio stepped into the television field today with the announcement of the establishment of a film service unit for TV which will "compete vigorously to serve every branch and segment of the TV industry in the production of all types of television films."



Charles L. Glett

According to Charles L. Glett, executive vice-president, RKO ultimately will produce its own films for television, but the basic intention

(*Continued on page* 6)

Friedman Resigning Para. Playdate Post

Resignation of Martin Friedman as head of the home office playdate department of Paramount Film Distributing Corp., was announced "with deep regret" yesterday by the company.

Friedman, who has been in the industry since 1929, indicated that he was leaving Paramount to assume

(*Continued on page* 6)

Trans-Lux Studying Television Market

The Trans-Lux Theatre Corp., which has the television rights to over 400 Encyclopedia Brittanica films, is investigating the TV market in regard to selling the films to stations and sponsors, it was learned here yesterday.

According to a company represen-

(*Continued on page* 8)

PERSONAL MENTION

DONALD HENDERSON, 20th Century-Fox treasurer, is scheduled to return to New York over the weekend from the Coast.

•

ISADOR M. RAPPAPORT, owner of the Hippodrome, Town and Little theatres, Baltimore, has left here with MRS. RAPPAPORT for White Sulphur Springs.

•

LEE KATZ, Allied Artists European executive production representative, will arrive here from the Coast tomorrow en route to Paris.

•

ALVIN KOSOFF, 20th Century-Fox salesman in Albany, N. Y., will be married in Philadelphia in October to DOROTHY BUNKIN.

•

GARY HAYMES, of Transfilm, Inc., is the father of a daughter born to MRS. HAYMES at Peck Memorial Hospital, Brooklyn.

•

AL COHEN, co-owner of the Ritz Theatre, Lewiston, Me., will leave there shortly with MRS. COHEN for a trip abroad.

•

MORI KRUSHEN, United Artists exploitation manager, will return to New York today from Detroit and Cleveland.

•

MRS. WADAD BOUMANSOUR, owner of the Plaza Theatre in Malone, N. Y., has left there for Miami.

•

CATHERINE LACEY, British actress, returned to London from New York yesterday via B.O.A.C.

•

DON SHARPE, producer, has left New York for London via B.O.A.C.

•

FRANK SINATRA has left here by plane for Madrid.

Sue Grotta to Head SMPTE Press Dept.

The Society of Motion Picture and Television Engineers has appointed Miss Sue Grotta, director of press relations, Boyce Nemec, executive secretary, announced.

In charge of a new press relations department in New York, Miss Grotta will direct a recently formalized program of public information aimed at keeping motion picture and television executives, businessmen and engineers posted on the contributions made by SMPTE and its members to engineering progress in the film and TV fields.

In addition to her administrative duties, Miss Grotta edits the Engineers' monthly newsletter "National News and Notes."

Equip Palace Theatre As Gift to Grace Kelly

Motion picture equipment—the gift of Philadelphia friends of Grace Kelly—will be installed in the Palace at Monaco, A. F. Watters, vice-president of RCA and operations manager, RCA International Division, announced yesterday. The gift includes an RCA 35mm projector and a complete stereophonic sound system to be installed after May 1, in a private Palace theatre now under construction, Watters said.

Indians to Tour N.Y. For Fox's 'Mohawk'

A full-blooded Mohawk Indian and an Iroquois Indian girl will form the feature attraction of a 20th Century-Fox traveling publicity unit which in three weeks will visit 29 cities of the Mohawk valley in New York state in connection with the 100-theatre opening of Edward L. Alperson's "Mohawk," which 20th-Fox will release.

In Lockport Monday

The team will appear in Lockport and Batavia on Monday, and thereafter will visit Rochester, Buffalo, Canandaigua, Newark, Elmira, Binghamton, Amsterdam, Albany, Gloversville, Little Falls, Herkimer, Ilion and Utica.

The concluding week calls for appearances in Syracuse, Oswego, Geneva, Auburn, Cortland and a final visit at Watertown on May 5.

A&S N.Y. Post Ad Plugs 'Flannel Suit'

A double-page advertisement on Darryl F. Zanuck's "The Man in the Gray Flannel Suit," in CinemaScope, by Abraham & Strauss, ran in yesterday afternoon's edition of the "New York Post," keyed to last night's March of Dimes premiere of the 20th Century-Fox film at the Roxy Theatre here.

The double truck ad, part of an extensive campaign set by the department store, calls special attention to the film and a Gregory Peck suit being introduced by Eagle Clothes. A page-high figure of Peck as "The Man in the Gray Flannel Suit" illustrates each page of the insertion.

Joseph Pelegrine, 89

Funeral services for Joseph Pelegrine, 89, father of Louis Pelegrine, staff writer of "The Film Daily," will be held at St. Joseph's Roman Catholic Church in Bogota, N. J., on Monday morning. Interment will follow at St. Joseph's Cemetery in Hackensack, N. J. Pelegrine died here at Presbyterian Hospital on Wednesday following an illness.

'Most Talked About' Pictures Are Listed

Columbia's "Picnic" was the picture "most talked about" during the week ended April 7, while runners-up were M-G-M's "I'll Cry Tomorrow," Paramount's "The Rose Tattoo," United Artists' "Marty," and UA's "The Man With the Golden Arm," according to the latest report of Sindlinger & Co.'s field staff. The business analyst organization makes a daily check of the public's entertainment behavior.

In fifth to 10th position were 20th-Fox's "Carousel," Paramount's "The Trouble With Harry," Universal's "The Benny Goodman Story," Warner Brothers' "Helen of Troy" and M-G-M's "Guys and Dolls."

It was pointed out that the impact of the Academy Awards was reflected in the position of "The Rose Tattoo" and "Marty," which jumped to third and fourth place in a week. The data was based on 8,621 interviews made between April 1 and April 7.

Galindo Again Heads Mexico's N.C.I.C.

MEXICO CITY, April 12.—Cesar Santos Galindo, manager of the Churubusco Studios here, has been returned to office for a second term as president of the National Cinematographic Industry Chamber.

Other officers elected were Santos Martinez, vice-president; Jose A. Quiroga, treasurer; Mrs. Eugenia Lance Montes, deputy treasurer, and Eduardo Chavez Garcia, secretary.

Mrs. Lance Montes is the widow of Luis R. Montes, founder of the Mexico City tent of Variety Club.

'My Lady' Premiere Hits House Record

ALBANY, Ga., April 12.—The world premiere of Warner Bros.' "Good-bye, My Lady," at the Albany Theatre here last night racked up a big $2,799, breaking every record in the theatre's history, the management reported. Opening launched a 370-theatre saturation booking on the picture, which takes place during the next four weeks in the Southeastern territory.

Blanche Livingston Of RKO Weds Today

Blanche Livingston, in charge of out-of-town publicity for RKO Theatres, will be married today to Albert H. Levi in the study of Rabbi J. Shankman of Temple Israel in New Rochelle. Levi is in the textile business.

After a honeymoon to California and Las Vegas, the couple will reside in New York.

By Adapting

Hartman Cites Stage Benefits To the Screen

The benefits of adapting plays for motion pictures was stressed here yesterday by Don Hartman, formerly Paramount Pictures studio executive producer and now an independent, who plans to produce "The Chalk Garden," "Matchmaker" and "Desire Under the Elms," the first two currently playing on Broadway.



Don Hartman

Hartman maintained that a play offers the producer a chance to see what does and does not play well in terms of writing, thus allowing him to avoid the pitfalls. The motion picture, in addition, lends scope. Hartman, who said all of his three productions will be financed by Paramount Pictures, said he has definite studio commitments on only one, "Desire Under the Elms," which is scheduled for March, 1957.

He said he may start filming "Chalk Garden" in the fall, possibly in England, where the play opened yesterday. Scriptwriter John Michael Hayes, who will do the screen adaptation for "Chalk Garden," will accompany him to England, leaving on Sunday, Hartman stated.

Will Confer on Casting

While in Europe, Hartman said he will confer with Ingrid Bergman and Alec Guinness, whom he would like to star in "Chalk Garden." He said he also will meet with Tyron Guthrie on the possibility of the latter directing "Matchmaker." He will meet writer Irwin Shaw in Paris on the script for "Desire Under the Elms" and go to Madrid to confer with Sophia Loren on her playing one of the lead roles in "Desire Under the Elms."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
A Warner Bros. Picture
and The Music Hall's Great Easter Show

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2141; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone Financial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢

PEOPLE

Gene Lockhart, actor, writer and stage director, has been selected to receive the eighth annual Catholic Institute of the Press award. The award will be presented at the organization's annual Communion Breakfast at New York's Hotel Plaza on April 22. Previous recipients were **Martin Quigley, Bob Considine, Fulton Oursler** and **H. I. Philips.**

¤

Lou Lieser has been named sales manager of the Buffalo exchange of Allied Artists by branch manager **Harry Berkson.**

¤

Benedict Magnes, formerly with Loew's International and CBS, has been appointed vice-president and general manager of Sturgis-Grant Productions, producer of special service films and film strips.

¤

Joe Johnson, booker at M-G-M's Atlanta branch, has been promoted to field representative covering the Memphis and New Orleans territories. He was given a farewell party by his Atlanta friends.

¤

A. G. Way, formerly of Ashland, Ky., is the new owner of the Moon-Lite Drive-in Theatre at Clarksville, Tenn.

¤

Morton Downey will headline the show at the National Association of Radio and Television Broadcasters at the Conrad Hilton Hotel in Chicago on April 19.

¤

James Henderson of Woodbury, Tenn., has been appointed manager of the Starlite and Four-Lane Drive-ins near Murfreesboro, Tenn.

¤

Jack Sidney, former manager of Loew's Century in Baltimore, who was transferred to Norfolk when that theatre changed hands, has returned to Baltimore and is ready to open his own public relations and advertising offices.

DeLuxe to Expand Physical Plant

De Luxe Laboratories in New York is expanding its physical plant facilities, taking over the third floor of the 20th Century-Fox home offices, presently occupied by the publicity and advertising departments. Other departments on the floor already have been vacated to other offices in the building.

Renovation and reconstruction of the third floor currently is underway.

Cover 'Spectrum' of Entertainment

George Glass Says Hollywood Should Avoid Pitfalls of 'Typed' Categories

Hollywood product should cover the "spectrum" of entertainment, avoiding the pitfalls of allowing its line-up to fall into what may be considered current popular categories of mass appeal, George Glass, executive vice-president of Hecht-Lancaster Companies, said here yesterday.

Glass maintained that what is considered unpopular today, at times, proves very popular tomorrow. As to the entertainment "spectrum," Glass pointed to the activities of his own company, whose productions range from the small-budgeted Academy Award winning "Marty" to its multi-millioned dollar budgeter "Trapeze," to be released in July and August. Glass, who returned to the Coast yesterday, said he had spent the week conferring with United Artists officials on plans for "Trapeze."

Says 'Oscar' Hypoed 'Marty'

He said "Marty," since becoming the recipient of the Academy Award, has earned over $1,000,000 more than it otherwise would have.

Glass also disclosed that he has a property of his own, a Cosmopolitan novelette, titled "The Comedian," which he will produce on his own, possibly in a special deal with Hecht-Lancaster Companies. Meanwhile, he said Ernest Lehman had completed his script for "The Sweet Smell of Success," which will star Tony Curtis, the first of four scheduled productions for Hecht-Lancaster this year.

NARTB to Elect Television Board

WASHINGTON, April 12. — A speech by Federal Communications Commission chairman George C McConnaughey and election of a new television board will highlight the 34th annual convention of the National Association of Radio and Television Broadcasters to be held next week at the Conrad Hilton Hotel in Chicago.

McConnaughey will give a luncheon address on Tuesday and following this will participate with the other six FCC commissioners in a panel discussion.

The election of directors to the television board will take place on Monday. On Wednesday most of the meetings will be devoted to television, with NARTB president Harold Fellows making his annual report at the luncheon that day. A forum on television films will be featured during the afternoon, as will a forum on color television management problems.

Mrs. Ben Caplon, 54

WASHINGTON, April 12.—Funeral services will be held tomorrow morning for Mrs. Ben Caplon, wife of the branch manager of Columbia Pictures here. Mrs. Caplon, who was 54, died on Tuesday. She is survived by her husband, two daughters, her father and four sisters.

Mexico Production Lowest in Years

MEXICO CITY, April 10.—The production of only 24 films during the first quarter of the current year indicates that 1956 motion picture production in Mexico will be the lowest in years, the Mexican Picture Production Workers Union has reported.

Disclosing that some 85 films were produced here last year by Mexican firms, the union forecasts that only 80 productions will be released this year unless there is a pronounced spurt within the industry. The union theorized that difficulties in the Mexican trade, chiefly those of financing and a lack of markets, are the major reasons for dwindling production.

Alianza Suspends

Prominent among those local producers who have halted work is the Alianza Cinematografica, which reported its suspension involved five Mexican films and two productions with foreign companies.

Nine Pictures Start Production on Coast

HOLLYWOOD, April 12. — Nine new pictures went into production last week and eight others were completed, for a total of 33 pictures now in work.

Started were: "House on Lookout Mountain" and "Yaqui Drums," (Allied Artists); "It Conquered the World," Sunset Prod. (ARC release); "Snowfire," McGowan Prods., Eastman Color, and "Creatures from Green Hell," Gross-Krasne Prod. (Independent); "Tea and Sympathy," (Metro - Goldwyn - Mayer); "Funny Face," VistaVision, Technicolor (Paramount); "Gun for a Coward," Technicolor, and "Star Light," CinemaScope, Technicolor (Universal-International).

Completed were: "The Young Guns" and "The Intruder," (Allied Artists); "Hot Rod Girl," Nacirema Prod. (Independent); "Somebody Up There Likes Me," (Metro-Goldwyn-Mayer); "Thunder Over Arizona," Trucolor (Republic); "The Day the Century Ended," CinemaScope color (20th Century-Fox); "The Lonely Gun," Robert L. Jacks Prod. (United Artists); "Istanbul," CinemaScope, Technicolor (Universal-International).

'Go See' Picks Three

"The Cockleshell Heroes," "Patterns" and "Lovers and Lollipops" are the new "Go See," Picture-of-the Month selections by Susan Lee of the New York Subways Advertising Co.

Week of April 23

Witness List For Toll TV Hearings Set

From THE DAILY Bureau

WASHINGTON, April 12. — The Senate Commerce Committee announced it would hold hearings on subscription television every day during the week of April 23, with some 20 witnesses to be heard.

Three Firms in Forefront

Proponents of toll TV will be led by officials of the three firms that have asked the Federal Communications Commission to authorize a toll TV service—Zenith Radio Corp., International Telemeter Corp., and Skiatron Electronics Television Corp. Opponents will be led by spokesmen for the committee against Pay-As-You-See-TV, Columbia Broadcasting System, and New York City Council.

The committee has been studying television industry problems, and chairman Magnuson (D., Wash.) said the next phase of the committee's investigation would be the toll TV controversy. The hearings will start each day at 10 A.M. the week of the 23rd, except on Wednesday, when the hearings won't start until 2 P.M.

Outlined by Magnuson

Magnuson announced the following witness list:

Monday, April 23: James Landis, Skiatron; Paul Raibourn, Telemeter; and Ray Kohn, Allentown, Pa.

Tuesday, April 24: Television Exhibitors of America, Inc.; and W. Theodore Pierson and four other witnesses for Zenith.

Wednesday, April 25: Abe Stark, president, New York City Council; Harold Fellows, president, National Assn. of Radio-Television Broadcasters; and American Federation of Television and Radio Artists.

Thursday, April 26: Richard S. Salant, CBS; Andrew Beimiller, AFL-CIO; Lawrence H. Rogers, WSAZ-TV, Huntington, W. Va.; Mort F. Farr, National Appliance & Radio-TV Dealers Assoc.; Wilton D. Radford, New York City; and Marcus Cohn, counsel, Committee Against Pay-As-You-See TV.

Rebuttal on Friday

Friday, April 27: Milton Shapp, Jerrold Electronics Corporation, Philadelphia; and a limited rebuttal by selected representatives of the proponents.

Wyler Signs Boland

HOLLYWOOD, April 12. — Producer-director William Wyler has announced that he has signed Bridget Boland, one of England's outstanding writers, to do the screenplay of Rostand's "L'Aiglon," his next independent production, which will star Audrey Hepburn.

PARAMOUNT'S SPRING TORRENT OF HITS IS SENDING GROSSES SOARING TO NEW HIGHS !

ANYTHING GOES

Starring


BING CROSBY


DONALD O'CONNOR


JEANMAIRE


MITZI GAYNOR


PHIL HARRIS

VISTAVISION AND TECHNICOLOR

Music and Lyrics by Cole Porter • Produced by Robert Emmett Dolan
Directed by Robert Lewis • Screen Story and Screen Play by
Sidney Sheldon • From the Play by Guy Bolton and P. G. Wodehouse
(Revised by Howard Lindsay and Russel Crouse)

Five magnetic stars singing great Cole Porter tunes—in the picture that's delighting the crowds from coast to coast.

THE SCARLET HOUR

Starring


CAROL OHMART


TOM TRYON


JODY LAWRANCE

Guest Star

NAT "KING" COLE

Produced and Directed by Michael Curtiz
Screen Play by Rip Van Ronkel, Frank Tashlin and
John Meredyth Lucas

VISTAVISION

Showmen, here's the answer to your S.O.S. for new talent. *Three* Michael Curtiz star-discoveries in a chiller of a thriller.

THE BIRDS AND THE BEES

Starring
GEORGE GOBEL
MITZI GAYNOR
DAVID NIVEN



VISTAVISION AND TECHNICOLOR
Co-starring
REGINALD GARDINER • FRED CLARK
Produced by Paul Jones
Directed by Norman Taurog
Screen Play by
Sidney Sheldon and Preston Sturges
Based on a Story by Monckton Hoffe

George Gobel's boxoffice tour of selected first dates is building up nationwide interest —while the title song soars to popularity.

THE LEATHER SAINT

Starring
PAUL DOUGLAS
JOHN DEREK
JODY LAWRANCE
CESAR ROMERO

Co-starring ERNEST TRUEX • RICHARD SHANNON • with Ricky Vera
Produced by Norman Retchin • Directed by Alvin Ganzer
Story and Screen Play by Norman Retchin and Alvin Ganzer
VISTAVISION

This one's dating fast! Word is out that it's a "Going My Way" type of story, headed for the same type of business.

GRACE KELLY FILM FESTIVAL



Best Actress
"The Country Girl"

TODAY'S HEADLINE STAR IN 4 TOP PICTURES

THE COUNTRY GIRL
A Perlberg-Seaton Production • Starring BING CROSBY
GRACE KELLY • WILLIAM HOLDEN • Produced by
William Perlberg • Written for the Screen and Directed
by George Seaton • From the Play by Clifford Odets

ALFRED HITCHCOCK'S
TO CATCH A THIEF
Starring
CARY GRANT and GRACE KELLY • with Jessie Royce Landis
John Williams • Directed by Alfred Hitchcock • Screen Play
by John Michael Hayes • Based on the Novel by David Dodge
VISTAVISION AND TECHNICOLOR

ALFRED HITCHCOCK'S
REAR WINDOW
Starring JAMES STEWART • Co-starring GRACE KELLY
WENDELL COREY • THELMA RITTER • with Raymond Burr
Directed by Alfred Hitchcock • Screen Play by John Michael
Hayes • Based on the Short Story by Cornell Woolrich
TECHNICOLOR

JAMES A. MICHENER'S
THE BRIDGES AT TOKO-RI
A Perlberg-Seaton Production • Starring WILLIAM HOLDEN
GRACE KELLY • FREDRIC MARCH • MICKEY ROONEY
with Robert Strauss • Charles McGraw • Keiko Awaji
Produced by William Perlberg and George Seaton
Directed by Mark Robson • Screen Play by Valentine Davies
From the Novel by James A. Michener
TECHNICOLOR

AND

save that Decoration Day date for

ALFRED HITCHCOCK'S THE MAN WHO KNEW TOO MUCH

VISTAVISION and TECHNICOLOR
Starring
JAMES STEWART · DORIS DAY
Directed by ALFRED HITCHCOCK
Screenplay by JOHN MICHAEL HAYES
Based on a Story by Charles Bennett and D. B. Wyndham-Lewis

'Camera 65'

(*Continued from page* 1)

morrow entirely on business sessions.

The two-day board meeting, which got under way today, marks another step in the policy of Loew's president, Arthur M. Loew, to create a closer understanding and working relationship between the distributing and production executives of the company.

Schary commented: "We can only hope there will be meetings like this in the future which will give an opportunity to all concerned to understand and discuss problems of production in the home environment of studio activity."

The meeting got under way in the morning when board members were welcomed to the studio by Schary, E. J. Mannix, Ben Thau, J. J. Cohn and other studio executives. This was followed by a tour of studio facilities and a visit to the set of the studio's 65mm. production, "Raintree County."

Studio Host at Luncheon

At noon luncheon was held with executives, producers, directors, writers and department heads. During the afternoon, the group visited key studio departments, and the sets of "Somewhere I'll Find Him" and "The Opposite Sex."

After a luncheon tomorrow to be attended by some of the company's stars, the board will meet in executive session. Among subjects to be discussed during the board members' visit are promotion plans for such recently completed but unreleased films as "Lust for Life," "Bhowani Junction," "The Rack," "The Swan," "The Fastest Gun Alive," "High Society," "Somebody Up There Likes Me," and several independently-made M-G-M releases.

Ten Directors Present

Ten directors, headed by Loew, are at the meeting. The others are: George A. Brownell, attorney and partner in Davis, Polk, Wardwell, Sunderland and Kiendl; Howard Dietz, Loew's vice-president and director of advertising, publicity and exploitation; F. Joseph Holleran, vice-president of the First National City Bank of New York; Charles J. Stewart, general partner in Lazard Freres; Paul E. Manheim, general partner in Lehman Brothers; Charles C. Moskowitz, Loew's vice-president and treasurer; William A. Parker, chairman of the board of Incorporated Investors of Boston; Charles M. Reagan, Loew's vice-president of sales; and John L. Sullivan, attorney and partner in firms of Sullivan and Wynot, and Sullivan, Bernard, Shea and Kenney, Washington, D. C.

Accompanying the directors from New York were Benjamin Melniker, Loew's vice-president of the legal department, and Irving Greenfield, secretary of Loew's, Inc.

Tenn. Exhibitor Killed

NASHVILLE, April 12.—Al P. Allen, owner of the Dan-Dee-Drive-In Theatre, Columbia, Tenn., was killed in an auto accident here.

'Commandments' Drive

(*Continued from page* 1)

picture will be aimed and conducted separately.

Hamilton said the program will be designed even to reach those snobs whose proudest boast is that they "never go to a movie."

"We want to reach everyone able to attend a theatre and get them to see this picture at least once," Hamilton said.

He added that because of the nature and excellence of the picture, as well as the extended duration of the campaign, "Ten Commandments" is expected to set new industry records for repeat business. Ultimately, he predicted, it will surpass the record grosses and longevity of the champion, "Gone with the Wind."

Hamilton will be aided by a staff of six people in New York and seven in Hollywood. They will work separately from the regular Paramount promotional forces.

Zukor, Pickman Heard

Adolph Zukor, chairman of the board of Paramount, and Jerome Pickman, director of advertising-publicity, spoke with confident enthusiasm of the picture and prospects of its success. Said to be the most costly film ever made, it is scheduled to have its world premiere in New York late next November.

Zukor said that familiarity with the DeMille production will make boosters of all. He urged the press representatives to help show the world "what motion pictures are capable of doing" by identifying themselves with the picture. "This picture," he said, "belongs to the world, not just to Paramount."

Pickman, introducing Hamilton, said that no expense will be spared in carrying out the record promotion program. Its public relations phases include campaigns through a speakers bureau, in house organs, editorial columns, lay press and clerical press, public service and news TV, direct mail, trade and technical publications, specific features in selected publications, displays of research, labor press, MPAA, and public service and news radio.

Religious Liaisons Planned

The prestige and cultural phases of the program include liaisons with churches and synagogues, U. S. and foreign government program, academic program, foreign cultural groups, libraries, lay religious groups, labor women's clubs, philanthropic and research foundations, youth groups, veterans, civic organizations, service clubs, industry, museums, fraternal groups, art, historical and Biblical societies.

The foregoing are in addition to extensive campaigns along established showmanship lines in entertainment and theatre merchandising phases. Samuel J. Friedman is directing the entertainment phase of the promotion program.

Paramount executives at the luncheon in addition to those mentioned included George Weltner, Eugene Zukor, Paul Raibourn, Charles Boasberg, Gordon Lightstone, and Burt Champion.

RKO Into TV

(*Continued from page* 1)

at this time is to make available t the television industry the facilitie of the studios.

"Our purpose at this time is t serve the television industry in ever area," Glett said. "We will servic the wants and requirements of tele vision producers, advertising ager cies, sponsors, etc., with our une celled service facilities and th aggregate of our resources in bot manpower and material."

The decision was made as a resu of surveys and discussions whic were made in New York during th past three weeks among RKO pres dent Daniel T. O'Shea, Glett an home office officials.

Fred Ahern Supervisor

Appointed to supervise the imm diate operations of the new RKO T service unit, with the title of supe visor of television operations, is Fre Ahern, who has been RKO stud production coordinator and, previou to that was, for a period of five year director of operations, CBS-TV, Ho lywood. Ahern, who for the past 2 years has been a Hollywood produ tion executive operating in both th fields of motion pictures and telev sion, will headquarter at the RK Pathe Studio in Culver City. He w divide his time between there an RKO's New York studio.

The entrance of RKO into the fie of TV is another step, according Glett, in the development of th service facilities of RKO. The a nouncement comes at a time wh RKO is engaged in a major expansi program of motion picture producti at the RKO Gower Street Studio.

Spring Box-Office Strong in Denver

DENVER, April 12.—Of late, business in the first runs in Denver has been much better than during the same period a year ago.

Top grosses are claimed by "Alexander the Great," which packed the Paramount to the tune of a huge $28,000 and, of course, is staying. Second was "I'll Cry Tomorrow," which did a fine $23,000 at the Orpheum, largest theatre here, 2,600 seats, and is likewise staying. Third spot went to "The Man in the Gray Flannel Suit," which did $15,000 at the Denver, where it also held. Next were "Carousel" at the Centre, and "Anything Goes" at the Denham, which tied at $12,000, with both of them holding. "Carousel" is now in its fifth week at the Centre.

'Alexander'

(*Continued from page* 1)

South Miami, Tampa, West Palm Beach, Buffalo, Cleveland, Dallas, Houston, Denver, St. Louis, San Francisco and Washington, according to William J. Heineman, U-A vice-president in charge of distribution.

Exploitation, promotion and publicity departments will cover all media, he said.

Friedman Resigns

(*Continued from page* 1)

another industry post, the details of which, he said, would be announced upon his return to New York from a short vacation.

Friedman was executive assistant to E. K. (Ted) O'Shea, now vice-president of Magna Theatres Corp., when the latter was sales head of Liberty Films, and came with him to Paramount from that organization.

Friedman started in the industry with Warner Bros. in New York in 1929, later serving that company for several years as Cleveland booker-salesman.

Kupferman to Talk At NTFC Meeting

Theodore R. Kupferman, general counsel and vice-president of Cinerama Productions, will be guest of honor at the regular monthly meeting of the National Television Film Council which will be held at the Hotel Delmonico on April 25, it was announced by NTFC president John J. Schneider.

Kupferman will address the NTFC membership and will be followed with talks by Arch A. Mayers, NTFC officer, and Milton J. Schapp, president of Jerrold Electronics Corp. of Philadelphia.

UA and H-L

(*Continued from page* 1)

mutual wish, without a fixed termin date.

The UA statement issued after t agreement was completed reads part:

"The unprecedented scope of o new agreement with Hecht-Lancast Companies sets a record for indepe dent production. We feel that th atres supplied by UA have cause f rejoicing in knowing that an uninte rupted flow of superior product, ma by as fine a group of talent as t world has to offer, will be coming them for the next several years fr Hecht and Lancaster. On the ba of figures now in our hands, we es mate that the box office yield, wor wide, from H-L pictures released date, will be in excess of $50,000,00

$9,000,000 for Advertising

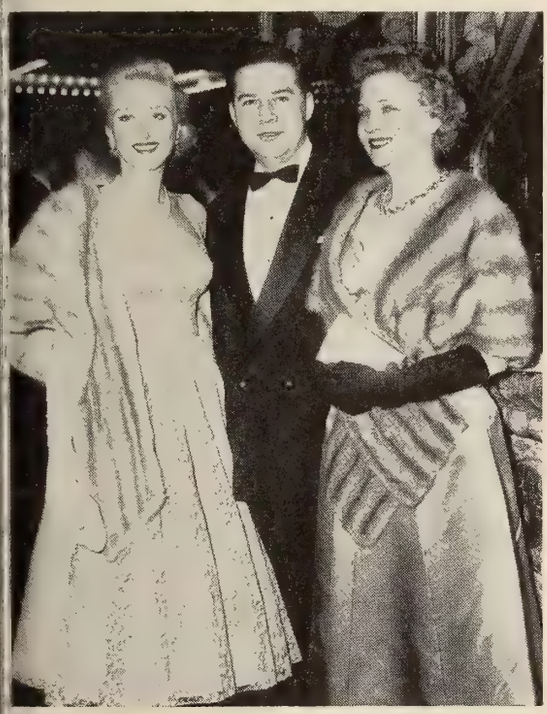
In addition to the sum earmark for the production budget, UA H allocated $9,000,000 for the advert ing and promotion of the forthcomi "Trapeze" and the first five to made under the new contract.

The first five properties, previou announced individually as havi been acquired by H-L, are: "Swe Smell of Success," "Bachelor Part "Devil's Disciple," "Bandoola" a "The Way West."

N.Y. Welcomes "Man in Gray Flannel Suit"

JOINING a roster of distinguished motion pictures to premiere at New York's Roxy Theatre, Darryl F. Zanuck's "The Man In the Gray Flannel Suit" in CinemaScope bowed last night in a glittering performance aiding the March of Dimes. Present at the event were some 6,000 first-nighters drawn from show business, the social, political and diplomatic spheres and the national and industry press. Marking the thirtieth anniversary as a producer for Mr. Zanuck, the Gotham program was staged in conjunction with a Hollywood premiere, at Grauman's Chinese Theatre. Highlighting the spring season, the twin openings were accorded widespread TV, radio, newsreel and newspaper coverage with highlights beamed across the globe by the Voice of America and the Armed Forces Radio Service. Starring Gregory Peck, Jennifer Jones and Fredric March, the romantic drama is based on Sloan Wilson's best-selling novel. In the photo at the right, left to right, are: Jack Cohn, executive vice-president of Columbia Pictures; Elmer C. Rhoden, president of National Theatres, and Robert S. Rothafel, managing director of the Roxy Theatre.





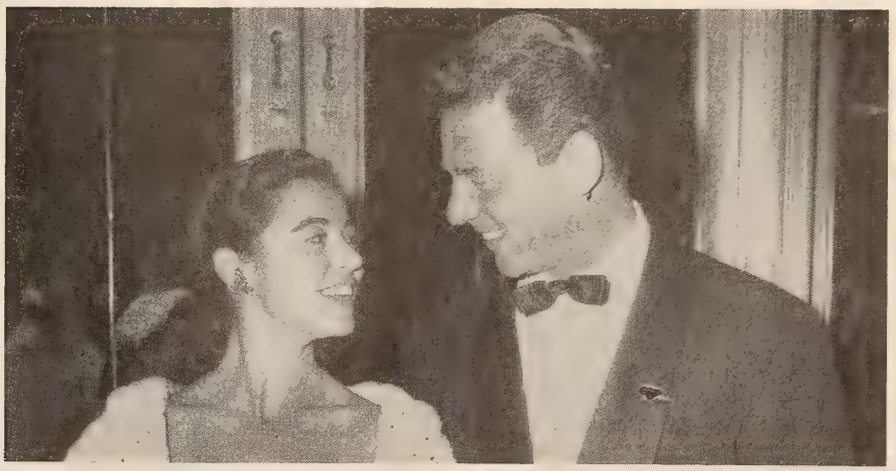
lex Harrison (center), newly-appointed)th Century-Fox general sales manager, flanked by Celeste Holm (left) and Irs. Harrison (right).



Pictured in the Roxy lobby, left to right, are: Mr. and Mrs. Samuel Rinzler and Charles Einfeld of 20th Century-Fox, vice-president in charge of advertising, publicity and exploitation.



)vely Dana Wynter, star of "The Sixth June," is shown here with lawyer Greg autzer.



Marisa Pavan, star of the film, arrives at the theatre with her celebrity husband, Jean Pierre Aumont, who will be seen in "Hilda Crane."

(*Advt.*)

'Dimes' Aided

(*Continued from page* 1)

Zanuck, were attended by distinguished audiences comprising many leading stars of Hollywood, the Broadway stage and TV, film industry leaders, United Nations ambassadors, state and local political figures, representatives of the press and dignitaries from many other walks of life.

Crowds Watch Arrivals

Extra details of police were assigned to the Times Square area to supervise the flow of vehicular and foot traffic. The arrival of personalities, starting at 8 p.m., swelled the number of viewers on the scene.

Greeted by newspaper still photographers, stars headed by Marisa Pavan, official cast representative, were interviewed by Faye Emerson and Lanny Ross for WPIX video audiences. The program was sponsored by Eagle Clothes.

Notables arriving at the theatre walked down an unusual carpet of gray flannel, instead of the usual red one reserved for such occasions, created by the sponsors of the premiere telecast.

Author Present

Among the many personalities attending the opening were Sloan Wilson, author of the best-selling novel on which the 20th Century-Fox production is based; Shirley Jones and Barbara Buick, stars of "Carousel"; Jean Pierre Aumont, star of "Hilda Crane"; Dana Wynter, star of "The Sixth of June"; Elmer C. Rhoden, president of National Theatres; John B. Sortero, National Theatres vice president and head of Fox West Coast Theatres; Richard Einfeld, executive assistant, National Pictures Corp.

Trans-Lux

(*Continued from page* 1)

tative, an ideal sales possibility for the Brittanica product would be to the semi-educational and educational markets. He said that the study has been going on since Trans-Lux acquired the TV rights.

It was also said that Trans-Lux is considering selling the films to sponsors for packaging by topics—travelogues, education, etc.

The Trans-Lux executive, who was highly optimistic about his company's business and growth in the future, said that the circuit is interested in expanding its theatre operations. The company presently operates theatres in New York City, Washington and Philadelphia.

Kaye Leaving

(*Continued from page* 1)

tivities, will take him to England, Egypt, France, Israel, Italy, Spain, Switzerland, Turkey and Yugoslavia.

The film, which was produced and is distributed by Paramount Pictures at its own expense, has been translated into more than 20 languages. Proceeds from the exhibition of the film are to go to the UN Children's Fund.

All-Inclusive Arbitration Seen Favored

(*Continued from page* 1)

rentals as well as trade practices were included in the plan.

Ratio Is 3-to-2

By an over-all three to two ratio, exhibitors favored such a system that would have non-industry as well as industry men sitting in on the discussions, mainly to insure an impartial and objective judgment rendered in all matters. Some criticisms were evoked on this board principle, one exhibitor remarking that no arbitration plan would work unless both parties were above-board and cooperated to the fullest extent, something which has yet to be achieved in previous arbitratory disputes, he said. Another pointed up that savings of time and money would well be worth the effort if it eliminated some of the legal actions now pending.

Representation on the arbitration board also was mentioned by exhibitors in the Herald Institute's survey. One such exhibitor declared both independents and circuit owners are deserving of equal representation but that such a proposal might not meet with the approval of the industry's "upper crust."

Favor Conciliation

And, by a three to one ratio, the same exhibitors favored a conciliation plan should the arbitration measure fail to succeed, declaring "if we can't arbitrate, let's conciliate." Here. emphasis was put on the conciliation system under which problems would be negotiated and recommendations advanced, but the latter, they declared, would not be binding as in the case of arbitratory measures.

Statistically, the greatest support for the arbitration plan emerged from exhibitors in the 30,000 to 100,000 city population classifications, the lowest from exhibitors in the 7,500 to 30,000 population class. Conciliation-wise, exhibitors in cities with populations over 100,000 gave the least support (60.8 per cent), while those in the 7,500 to 30,000 class favored it by the largest percentage, that of 78.6.

Arbitration Most Popular

Overall conciliation statistics were 75.6 per cent favoring its adoption and 24.4 per cent withholding their approval. Factually, the arbitration plan received wider support but the reason for the negative attitude of the conciliation measure was found with the exhibitors in the above 100,000 population class, who refused the latter plan by 39.2 per cent. In arbitration, they disagreed by 17.3 per cent.

Exhibitor panel members, particularly in the 30,000-100,000 class, favored a combination of industry and non-industry men on the arbitration board by a 60.9 to 39.1 per cent ratio. The measure was defeated in only one category, that of over 100,000 population grouping, where exhibitors favored a panel of only industry men by a 55 to 45 per cent ratio. In all other categories, panelists gave support to the combination board.

Polled on subject matter, exhibitors apparently were united in a belief that arbitration — or conciliation — should include all the trade practic

"Either work out an arbitrati system that includes the main reas for differences between sections the industry—that is, rentals—or le forget about trying to get togethe one panelist remarked.

Divers Complaints

Complaints on rentals from exhi tors ranged from "in many cases th are far too high" and "there is incentive to improve theatre prop ties since no profit is in sight" "elimination of bidding is of pa mount importance" to "if not forc directly, it is forced indirectly increasing demands in terms for su runs and drive-ins, even when operations are not comparable."

Another complaint from an Illin panelist was, "Our problem today the inability to buy film early enou And if we do buy anything early cannot get prints until 60 or 90 d after they have played the towns must follow."

Alternating sales policies on rent came into attack from an Iowa pan ist, who said: "It is my firm opini that if the distributors would set top of 40 per cent for the best p tures with a sliding scale down to per cent based on an honest ov head, many of the problems wo be solved."

Objects to Outside Interests

A Michigan exhibitor expressed satisfaction with decisions rende by interests outside the industry, st ing, "we in the industry, both exhi tion and distribution, have a wond ful opportunity to settle our o differences. Keeping our respect houses in order is a task only th in the industry can possibly acco lish.

Relations within the industry, p ticularly on the distributor-exhibi level, came into much discussion criticism.

A midwest exhibitor who avowed any belief in arbitration, lieved a meeting with distribut might enable exhibitors to show "impossibility of current distribut practices which fail to recognize exhibitor and, in addition, offer no incentive to improve busi conditions."

Much debate centered about b distributor and frictions of trade p tices, the general concern with former being their alleged mi formed policies. Touching this the a panelist wrote "perhaps going the government will get us noth Perhaps it will. At least we tried discuss our problems with distri tion. Surely, we can be no worse than we are now."

Want to Talk Clearance, Rental

Statistically, the bulk of panel queried on the subject matter arbitration favored discussion clearance, rentals and runs by a la percentage. Tactics of withhold forcing and miscellaneous trade p tices were the least favorable arbitration, they advised the He Institute.

REVIEW:

The Way Out

Todon—RKO Radio

A CHASE MELODRAMA that has some exciting moments after a slow start, this RKO Radio British import stars Gene Nelson, Mona Freeman, John Bentley and Michael Goodliffe.

Produced by Alec Snowden and directed by Montgomery Tully, "The Way Out" describes a pattern of escape on the part of Nelson after he murders a bookmaker in a tavern brawl. Here, the way out is revealed as an escape route from London, where the story is laid, to France. But, even though law and order are pictured in a loose frame and as being outwitted at every turn by the fleeing Nelson, justice wins out as Nelson dies beneath the wheels of a bus as he attempts to escape the police.

Nelson is fairly convincing, but Miss Freeman and Goodliffe offer sensitive performances to support Bentley as the detective pursuing Nelson. Story-wise, the screenplay is tense after the first quarter-hour with good episodes of suspense.

It is terror that causes Nelson to flee from the police. As his wife, Miss Freeman, and her brother, Goodliffe, succeed in hiding Nelson in various apartments and finally resort to "the way out" when they realize Nelson cannot be talked into going to the police. At each turn Miss Freeman and Goodliffe outsmart the police, even to the point of changing trucks and license plates in their flight from London to a suburb where Nelson will find "the way out." But, continuing his uncontrolled impatience and deceit, Nelson flees his hide-a-way in an attempt to make it to the coast where the boat destined for France is waiting. En route he meets the police and, after shaking them in a wild fist-fight, runs away only to meet death below the wheels of a passing bus.

Running time, 90 minutes. Adult classification. For April release.

JACK EDEN

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 73 NEW YORK, U. S. A., MONDAY, APRIL 16, 1956 TEN CENTS

By Dominant

Tells Plans for WB Reissues To Theatres

Will Market 2 Packages Of 52 Productions Each

By MURRAY HOROWITZ

Plans for the theatrical re-release in the U. S. of segments of the Warner Brothers film library were announced here at the weekend by Norman Katz, executive vice-president of Dominant Pictures Co., a subsidiary of Elliot Hyman's Associated Artists Productions.

Under the plans, two re-release packages of 52 pictures each, both containing restrictions on TV showings, will be marketed to theatres. The first package, containing films considered the most commercial theatrically, will carry a TV restriction clause barring TV screenings of

(*Continued on page* 11)

1stCinemiracle Picture Plans

A series of short stories, both actual and fictional, on the order of what would be a 1956 "March of Time" is one of the plans contemplated for the first production in the Cinemiracle process, it was disclosed here at the weekend by producer Louis de Rochemont.

De Rochemont, now planning a

(*Continued on page* 6)

Arthur Mayer Gets His Title in D.C. Speech

Arthur L. Mayer just can't resist that press agent urge. The former foreign film distributor who now is handling "War and Peace" for Paramount will deliver the keynote address tomorrow at the annual convention of the Washington exchange area exhibitors. He will discuss intra-industry conditions. What's the title of his address? You guessed it: "War and Peace in the Motion Picture Industry."

Dominant Buys Five British Lion Films

The acquisition of five new films from British Lion for theatrical distribution in the U.S. was announced here at the weekend by Norman Katz, executive vice-president of Dominant Pictures.

Katz said the titles will be announced shortly. The five, Katz added, like other new Dominant product, will be kept off the TV market for three years.

Dominant acquired the television rights to the films, as well as the theatrical rights to the British Lion product, Katz stated.

MPA Annual Meet Next Week; May Set Code Study Talks

From THE DAILY Bureau

WASHINGTON, April 15. — The Motion Picture Association of America hopes to hold its annual board meeting sometime during the week of April 23.

Officials are trying to schedule the meeting for the 24th or 25th. They are also trying to arrange for a meeting around the same time, possibly right after the board meeting, of the special board subcommittee, which was set up to study changes in the Production Code.

Move for Meeting Last Week

There were attempts to hold a meeting of the special code subcommittee last week, but two members were not available, and it had to be put off.

Lacks Needed Personnel, Time

Senate Group Won't Poll the Exhibitors

Humphrey Informs Blank and Brandt of SSBC Decision; Thinks Idea Is Good

By J. A. OTTEN

WASHINGTON, April 15.—Senate Small Business Subcommittee chairman Humphrey (D., Minn.) has turned down exhibitor requests that his subcommittee poll theatre owners on arbitration and production by divorced circuits.

He said he feels such a project would be too time-consuming and would make too heavy demands on the subcommittee's limited staff.

Humphrey's stand was outlined in letters to Myron N. Blank, president of the Theatre Owners of America, and Harry Brandt, president of the Independent Theatre Owners Association of New York. In separate letters, they had requested the subcommittee to poll theatre owners.

The matter originated when the subcommittee was hearing TOA officials last month. Humphrey said the subcommittee would like to know exhibitors' views on arbitration of film rentals and on preemptive showing

(*Continued on page* 2)

'U' Shifts Sales Meet From Chi. to N.Y.

Universal Pictures' mid-year sales executives conference, originally scheduled to start in Chicago at the Hotel Drake on Thursday, has been switched to New York at the Essex House, and will get under way on Wednesday and run through Saturday, with Charles J. Feldman, vice-president and general sales manager,

(*Continued on page* 6)

Details in Two Weeks On Loew Board Meet

From THE DAILY Bureau

HOLLYWOOD, April 15.—Action taken by the board of directors of Loew's, Inc., at the meeting held here at the M-G-M studio will not be announced prior to the issuance of the company's financial statement, in about two weeks, a Loew's spokesman told the press at the week-end.

SW Quarterly Net Up 60%

A 60 per cent increase in net profit for the quarter ending Feb. 25 over the comparable period of 1955 has been reported by the Stanley Warner Corp. S. H. Fabian, Stanley Warner president, disclosed that the net profit after all charges for the 1956 quarter

(*Continued on page* 6)

Television Today

IN THIS ISSUE **PAGE 7**

- **Advance word from Chicago, where the National Association of Radio & Television Broadcasters is in annual convention. Record registration set.**
- **Spotlighting the news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

O'Neil Will Receive Poor Richard Award

Special to THE DAILY

PHILADELPHIA, April 15.—Thomas F. O'Neil, president of RKO Teleradio will be presented a silver medal and citation of the Poor Richard Club at the annual dinner meeting of the organization here on Tuesday.

O'Neil will address the meeting on the subject of the present day —"One World of Entertainment."

PERSONAL MENTION

ROBERT S. BENJAMIN, chairman of the board of United Artists, has returned to New York from the Coast.

•

MAXWELL HAMILTON, special assistant to CECIL B. DEMILLE on "The Ten Commandments" promotion plans, will leave here on Wednesday for the Coast, returning at the end of the month.

•

JEAN GOLDWURM, president of Times Film Corp., will leave here with MRS. GOLDWURM on Wednesday aboard the "Queen Mary" for Europe.

•

CLAUD BARUCH, assistant to HAROLD RAND, 20th Century-Fox trade paper contact, will be married here on April 29 to SUSAN KAUFMAN.

•

ANDRE MERTENS, vice-president of Columbia Artists Management, left New York on Saturday aboard the "Ile de France" for Europe.

•

ARTHUR HORNBLOW, JR., has arrived in New York from the Coast, and will leave here later this week for London.

•

MOREY GOLDSTEIN, Allied Artists vice-president in charge of sales, will return to New York today from Florida.

•

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, is in Chicago from New York.

•

ALFRED E. DAFF, executive vice-president of Universal Pictures, has arrived in New York from the Coast.

•

WILLIAM C. GEHRING, 20th Century-Fox vice-president, will leave New York tomorrow for Washington.

•

HELEN FERRUCCI, of the JACK SHAINDLIN office, has returned to New York from Palm Beach.

•

JAMES DONALD, British actor, arrived in New York from London on Saturday via B.O.A.C.

•

RIN TIN TIN, canine actor for Columbia Pictures' TV subsidiary, Screen Gems, is the father of sextuplets born last week to his mate.

Mrs. W. Banford Dies

CHICAGO, April. 15.—Mrs. Walter Banford, wife of the MGM Midwest division manager, died Friday morning. Services will be held tomorrow at Memorial Cemetery.

Court Calls Walcott After Film Ballyhoo

From THE DAILY Bureau

CHICAGO, April 15.—Joe Walcott, a featured performer in Columbia's "The Harder They Fall," has been subpoenaed to testify before the Cook County Grand Jury tomorrow as a result of his TV and radio appearances here as part of the film's promotional campaign.

During a TV show last week Walcott tangled with Illinois boxing commissioner Lou Radzienda, also president of the National Boxing Assn., and the ex-heavyweight champion and film star declared boxing needs "strong men to clean it up."

In the Columbia film, which is an expose of crooked dealings in the fight game, Walcott played a leading role as a boxing trainer.

Use of Gov't-Held Channels for Private Firms Is Rejected

From THE DAILY Bureau

WASHINGTON, April 15.—An inter-agency study group has refused to release to commercial television, channels now held for government broadcasting use.

The Federal Communications Commission last fall, looking for more VHF channels for private use, asked the Office of Defense Mobilization to study whether the spectrum space between 50 and 300 megacycles, now held for government services, could be released to private TV. An inter-agency group was set up, and this group on Friday reported that the channels were needed for defense purpose, and even hinted that the government might need more channels in the future.

The group said government programs for guided missiles, earth satellites, radar networks and other defense purposes "have placed and will continue to place an ever-increasing demand for radio frequencies." It declared that "national security requirements and the needs of air navigation and air communications preclude the release for non-government use of any of the very high frequencies now utilized by the federal government."

The study group consisted of spokesmen for the Commerce and Defense Departments, FCC and ODM. The report was unanimous, the announcement said.

Blake McVeigh to N. Y.

Blake McVeigh, publicist, will arrive in New York today for conferences at the home offices of Warner Brothers on promotional plans for "The Searchers."

Senate Group

(*Continued from page* 1)

rights for divorced circuits making films. He suggested the major exhibitor associations poll their members. Brandt and Blank later suggested such a poll be conducted by the subcommittee instead, arguing the subcommittee would get better response.

In his letters to Blank and Brandt over the week-end, Humphrey said he still thought a poll was a good idea and that the committee would like to have the results of any study that might be made by an independent polling organization or other group. However, he declared, the subcommittee doesn't have the manpower to make such a study and would have to devote too much time to the project even if it had the staff.

TOA explained when it asked the SBC to conduct the exhibitor poll that a recent poll of its own resulted in too small a response on which to base any reliable conclusions. Brandt endorsed the suggestion, but Abram Myers, chairman of the board and general counsel of Allied States, registered opposition. Myers said such a poll was unnecessary because the information sought already is available.

B'nai B'rith to Cite Youngstein, Levine

Max E. Youngstein, retiring president of Cinema Lodge, B'nai B'rith, and Martin Levine, co-chairman, will receive special citations from the Metropolitan Council of B'nai B'rith at the lodge's "Presidents' luncheon," to be held at the Hotel Sheraton Astor here April 24, for their contributions in making possible the "Alexander the Great" New York premiere as a fund-raising project for the national B'nai B'rith agencies.

Jacob K. Javits, Attorney General of the State of New York, will be the principal speaker. Harvey Platt, president of the Metropolitan Council, which represents more than 200 lodges and chapters in the Greater New York area, and close to 50,000 members, will make the presentations to Youngstein and Levine.

Will Welcome Shapiro

The Cinema Lodge luncheon will serve to honor Youngstein as the retiring president and to welcome Robert K. Shapiro, managing director of the New York Paramount Theatre, as the incoming president.

The New York premiere of United Artists' "Alexander the Great" at the Capitol Theatre, sponsored by the Metropolitan Council and Cinema Lodge, accounted for more than $20,000 for the national B'nai B'rith agencies, which include the Anti-Defamation League, the Hillel Foundations and the B'nai B'rith Youth Services.

. . . NEWS ROUNDUP

Oregon Production Plann

Production of motion pictures, films and commercials, anima sound slide films, slides and slide sentations is scheduled by All Film Productions which rece opened in Portland, Ore., under ownership of Rex Pruitt. A mem of the International Alliance of C matographers and of the SMP Pruitt had been associated with M Pipes Films for the past six y

■

Allied Artists Office Move

The Charlotte branch of A Artists Corp. has moved to its location on W. Fourth St. The br office of Columbia Pictures form occupied the building.

■

SMPTE Booklet Availabl

The Society of Motion Picture Television Engineers has annou that free copies of its booklet wide-screen processes are still a able. The 12-page pocket-size b let, published last September, marizes essential characteristics the methods in use up to that t

■

Canada Firm Relocates

Odeon Holdings, Ltd., of Ca has filed notice at Ottawa thr its secretary George Ivan Olive the main office of the company been transferred from Toront Charlottetown on Prince Ed Island. At the same time, the reported its board of directors been lowered from five to four.

■

Set Drive-in Reopening

Joseph Mirasola, who operate Warren Theatre, Warrensburg, N in the Albany exchange area, the reopening of the New B Drive-in at Lake George on Ma The theatre had been closed 1953.

Goldenson a Directo

Leonard H. Goldenson, pres of American Broadcasting-Paran Theatres, was named a direct Marshall Field Awards, Inc., a non-profit organization set up fo purpose of recognizing and rewa fundamental and imaginative tributions to the well-being children.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single co

PEOPLE

Pinky Herman, radio and television editor of MOTION PICTURE DAILY, wrote the theme song, "Carib Gold," which is sung throughout the film of the same title by **Ethel Waters.** Splendora Pictures, headed by **Warren Coleman,** produced the film. Meanwhile, **Harold Young** has returned from Key West, Fla., where he directed the first in a series of full length feature films for Splendora Pictures Corp.

¤

Harry Ashton, formerly with Paramount's Inter-Mountain circuit in Salt Lake City, has been named manager of **Ralph Goldberg's** Town Theatre in Omaha.

¤

George G. McConeghy has been appointed assistant comptroller of the **Allen B. DuMont** Laboratories, Inc.

¤

Bob Collier, formerly with Tower and Claco Theatres in Kansas City, has been appointed manager of the Golden Spike Drive-in at Omaha.

¤

Miss Betty Landers, secretary at United Artists in Atlanta, has resigned her position to accept a similar job with Georgia Theatres.

¤

Richard Egan, 20th Century-Fox star, was the featured speaker at the kick-off banquet last week for Omaha Community Playhouse's building fund drive. Egan served as personal representative of **William Dozier,** RKO vice-president in charge of production, who was a Playhouse actor.

¤

George J. Schaefer has been appointed producer's representative for the **Jed Harris-Michael Myerberg** presentation of "Patterns," a United Artists release.

Publicists Contract Talks Continuing

Negotiators for the Screen Publicists Guild (District 65), Columbia Pictures, Warner Brothers, 20th Century-Fox and Universal Pictures will meet again tomorrow morning in another attempt to reach agreement on a two-year contract for publicists at the home offices here.

A spokesman for the SPG said that the union and management were still "wide apart" in agreeing on wage increases, vacations, tolerances and other issues. He said that the contracts covering the advertising, publicity and exploitation personnel at those companies have been extended the month.

Contemplated Reorganization

Proxy Statement Outlines New RKO Theatres Setup

A 72-page proxy statement, outlining the reorganization contemplated by RKO Theatres as a consequence of its proposed deal to purchase the assets of the Cleveland Arcade Co., was mailed to stockholders at the weekend.



Albert A. List

The proposed acquisition and reorganization plan will be voted upon at the May 8 meeting of stockholders in Delaware. Albert A. List, chairman of the board and principal stockholder in RKO Theatres, will not vote his shares, according to the proxy. Arcade, as was stated previously, is wholly owned by List and members of his family.

If the proposed deal receives majority approval of stockholders it will be consummated May 9, it was stated.

Schwartz Letter Enclosed

In an accompanying letter, RKO Theatres president Sol A. Schwartz said upon consummation of the proposed diversification plan, the corporation's name would be changed to RKO Industries. List would become chief executive officer of RKO Industries Corp., in which event he intends to devote the major part of his time and efforts to its business. Schwartz will continue as president and chief executive officer of RKO Theatres, which would continue to carry on the corporation's theatre operations. It is contemplated that the board of directors would be increased to include A. H. Parker, president of Old Colony Trust Co., and William A. Broadfoot and Royal B. Lord, two of the directors and principal officers of Gera, the company in which Arcade owns 84.4 per cent of the outstanding stock. Gera is a diversified enterprise engaged in textile finishing, electronics research and manufacturing, weaving of synthetic fabrics and various real estate operations.



Sol A. Schwartz

It also was disclosed that Schwartz has extended his contract from April 30, 1957, to April 30, 1959. The contract provides for a salary of $78,000 per year during his active employment, to be followed by a five-year consultant arrangement at an annual fee of $30,000, subject to certain rights of Schwartz and the corporation to terminate active employment at an earlier date.

Under the deal, the Arcade assets would be acquired in exchange for 1,043,706 shares of RKO Theatres common stock and the assumption of liabilities of Arcade. It also was recommended that RKO consider making an offer to acquire the 15.6 per cent of the Gera common stock not owned by Arcade in exchange for an additional 216,294 shares of RKO Theatres stock.

In his accompanying letter, Schwartz said the actual 1955 earnings of the corporation, before special items, were 60.6 per share on the stock presently outstanding. On a pro forma basis, giving effect to the proposed acquisition of the Arcade assets, earnings, before special items, "of the combined company on the larger number of shares outstanding would have been 84.2 cents per share. . . ."

TV Entirely in Color Predicted by Sarnoff

Special to THE DAILY

Television Today.. CHICAGO, April 15.—Future television programming will be entirely in color, Robert W. Sarnoff, president of the National Broadcasting Co., predicted this afternoon as he dedicated Chicago's Station WNBQ—the first all-color television station.

The dedication ceremonies, in which Mayor Richard J. Daley of Chicago participated, were telecast in a color segment on NBC-TV's "Wide Wide World." Mayor Daley proclaimed the week of April 15 to 21 as Color Television Week in Chicago.

In analyzing the future of television, Sarnoff said: "It was little over two years ago that standards for compatible color television were approved. The future, I am firmly convinced, lies in the complete programming of television in color."

'Great Day' to Bow In Denver May 16

DENVER, April 15.—A May 16 date has been scheduled for the world premiere of Edmund Grainger's "Great Day in the Morning," at the RKO Orpheum Theatre.

Grainger and Robert Stack, Virginia Mayo and Ruth Roman, stars of the RKO release, will attend the performance. Alex Nichol, a co-star in the film, will not attend since he is starring in the Broadway play, "Cat on a Hot Tin Roof."

Appeal to TOA

Give Foreign Product More Playing Time

An appeal to U.S. exhibitors for more playing time for overseas-produced product may be made at the annual convention of the Theatre Owners of America by some foreign producers who are expected to visit this country at the time of the 1956 meeting of the national exhibitor association.

The annual TOA convention will be held at the New York City Coliseum here, Sept. 19-25, in conjunction with the TESMA-TEDA-IPA trade shows and conventions.

Foreign Officials to Be Invited

According to a representative of TOA, the association's executives, Myron N. Blank, E. D. Martin and Walter Reade, will extend invitations to a number of prominent foreign industry people while touring Europe on their current trip. It is expected that Italo Gemini, president of the Union Internationale de L'Exploitation CinemaTographique, will be one of the European exhibitor-producers who would receive an invitation.

Blank will address the general assembly of the UIEC in Paris next month. He is TOA's representative to the international group. The TOA president was a guest speaker to the UIEC's Rome convention in late 1955 and at that time urged foreign producers to make films suitable for the U. S. market. However, a number of foreign film men have stated that their product couldn't get proper playing time in the U. S. and among them were Gemini, who came to America for the 1955 annual TOA meeting in Los Angeles in regard to this matter.

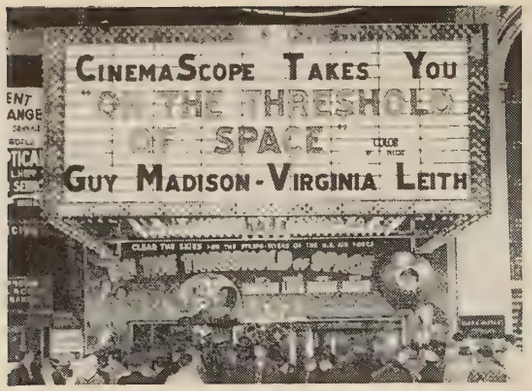
'International Flavor' Sought

The 1956 meeting of the exhibitor group will have an "international flavor" as a number of foreign equipment manufacturers and suppliers have notified TESMA of their intentions to take part in the trade show.

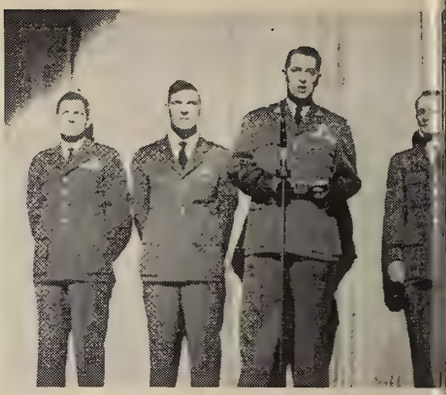
Reinhardt President Of Fox Family Club

The board of governors of the 20th Century-Fox Family Club elected the following officers for the 1956-57 period; Harry Reinhardt, president; Bernard Bozzone, vice-president; Hy Salant, treasurer, and Ann Virus, secretary. Leo Israel is publicity manager. Forthcoming activities to be discussed will be the annual outing, gin rummy tournaments, annual fall dance and entertainment, bowling tournament, swimming club and other events.

Previous club presidents were Jack Miller, Ted Shaw, Frank Carroll, Lem Jones, Bill Gehring, the late Lew Lehr, Leo Israel, Fred Bullock, Roger Ferri and Andy Smith.









20th CENTURY-FOX presents

ON THE THRESHO

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Produced by WILLIAM BLOOM · Associate Producer BARBARA Mc LEAN · Directed by ROBERT D. WE













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INTERVIEWS

CIVIC PROCLAMATIONS

CEREMONIES

D OF SPACE

Written by
NCELBERG and FRANCIS COCKRELL

CINEMASCOPE® COLOR by DE LUXE







SW Net Up

(*Continued from page* 1)

was $818,600, as against $511,400 for the same period last year.

Net profit for the 26 weeks ending last Feb. 25, after all charges, was $1,629,000, or the equivalent of 74 cents per share on outstanding common stock. This compares with $1,621,000, or 73 cents a share, for the previous year.

Theatre Receipts Rise

Charges for depreciation and amortization for the past 26-week period totaled $2,443,700, as compared with $2,273,000 for the same period in 1955. Theatre admissions and merchandise sales, rents from tenants and fees were $47,342,700 for the past quarter, while the same items in the prior year period totaled $45,372,500.

Approximately 275 theatres in the nation are operated by the company, which also produces and exhibits Cinerama pictures. One of the wholly owned subsidiaries is International Latex Corp.

Expect 400 at Better Films Councils Meet

ST. LOUIS, April 15.—Some 400 representatives of Better Films Councils throughout North America are expected to attend the annual convention of the Federation of Motion Picture Councils, Inc., at the Sheraton-Jefferson Hotel, here Thursday and Friday.

The Better Films Council of Greater St. Louis, Inc, the first of its kind in the world, will be the host. Convention chairman is Mrs. Gustav F. Goetsch, a past president of the St. Louis group. Founder and honorary president of the St. Louis organization is Mrs. A. F. Burt, vice-president of the Federation.

Griffith Johnson to Speak

Friday's program will include a talk on "American Films in the Foreign Markets" by G. Griffith Johnson, vice-president of the Motion Picture Association of America, and a symposium on "The Changing Audience and Motion Picture Production Code."

'U' Shifts Meet

(*Continued from page* 1)

presiding and home office sales executives and district sales managers participating.

The four-day meetings are being held to develop the company's releasing plans for the Summer and Fall.

Alfred E. Daff, executive vice-president of Universal, will attend the opening session.

The home office executives participating besides Feldman will be Ray Moon, assistant general sales manager; P. T. Dana, Eastern sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Irving Sochin, short subjects sales manager; Harry Fellerman, sales head of the U-I special films division, and district managers James V. Frew, Atlanta; P. F. Rosian, Cleveland; Joseph Gins, Boston; Manie M. Gottlieb, Chicago; Lester Zucker, Kansas City; Barney Rose, San Francisco, and Henry H. Martin, Dallas.



It's "red carpet" service on the world's fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 12 noon or 12:30 a.m.

Contact nearest United Air Lines ticket office or an authorized travel agent.

REVIEW:

The Last Ten Days

Columbia

THE LAST hours of Hitler's despoti life is successfully recreated in thi German import under Columbia re lease. It combines melodramatic ele ments—suspense, drama, realism an human emotions—to a most satisfyin degree. A standard width black-and white production with English title its appeal probably is best directe toward the specialty houses.

As Hitler, German actor Algi Skoda is entirely convincing and por trays the dogmatic role to a poin where he appears to be Hitler, him self. Good supporting characte complement his performance, but on Oskar Werner, as the youthful Na captain who aims to take Hitler's lif for his gross neglect of the populac stands out above the others.

G. W. Pabst directed and Ca Szokoll produced the film based o the book by M. A. Muskanno. Pro duced by Cosmopolfilm in Vienna, th story depicts Hitler's steadfast belie in Nazi supremacy even to the la few days before he took his own lif Shown are the many and frantic ma neuvers of the dictator in his attemp to prevent defeat, even when his mil tary advisors predicted otherwis

Running time, 113 minutes. Ge eral classification.

Cinemiracle

(*Continued from page* 1)

series of Cinemiracle production conferred here last week with Elme Rhoden, president of National The tres, which developed the proces Rhoden returned to the Coast o Friday.

De Rochemont also maintaine that "wonderful refinements" on th system have been recently made o the Coast. He said he may go to th Coast for further work on the syste and production plans this week. Cu rently, he said, he is assembling h technical crew and will get into pr duction as soon as possible.

Rhoden, before he left, indicate that one factor holding up productio is a second Cinemiracle camer which is expected to be delivere within six weeks. Rhoden also sai he planned to hold a demonstratio of the system in the East.

30th Anniversary For Shelly Films

TORONTO, April 15. — Shel Films, Ltd., observed its 30th ann versary last Friday with the openi of its new plant, Canada's first servi studio, on the Queen Elizabe Highway, beyond this city's limits.

The new studio features mode facilities and new equipment for pr ducing 35mm. and 16mm. films color and black-and-white, with without sound. The availability laboratory, sound recording, lightin processing and camera equipment an integral part of the new studi Leon C. Shelly, firm president, d clared at the studio opening.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

oopla in Chicago

The official agenda for the cur- t Chicago convention of the Na- al Association of Radio and evision Broadcasters (see page gives little indication of hoopla those endless corridors of the rad Hilton. But hoopla there oubtedly will be. National Tele- Associates for one, will be ling round-the-clock open house its suite, containing a restau- t club house and screening room re, just by chance, delegates see a few of those David O. nick features which NTA has sale. RCA Recorded Program vices has set up a Key Club re a group of top personalities be performing for the edifica- of anyone who drops by. One he social highlights Wednesday ing will be a fancy cocktail ty given by the Television Film gram Group, namely ABC Film dication, Guild Films, NBC evision Films, NTA, Official ns, Screen Gems, TPA and To boot, there'll be door prizes ywhere, except perhaps at the ance to the barber shop.

es It Now

t what, to some observers, as long last, a sponsor is see- it now: the tremendous value impact of those Edward R. row-Fred W. Friendly docu- tary spectaculars on CBS-TV. lton, Inc., toiletries manufac- rs, has signed to sponsor the oming, ambitious two-part See Now "Report from Africa." One will be seen next Mon- night and Part Two will be May 17. Both parts are an long, thus setting a new rec- for television public affairs ramming.

ea's Plans

ollowing close on the heels of announcement of his resigna- as vice-president of WRCA WRCA-TV, NBC's New York hip stations, Hamilton Shea als the joint purchase, with ntinent Television Cor- tion of Buffalo, of radio and ision stations WSVA-AM, and TV, Harrisonburg, Va. mas B. McFadden, vice-pres- of NBC spot sales, who has eeded Mr. Shea in the WRCA , is in turn succeeded by John Reber, director of NBC spot sales.) Associated with Mr. Shea in the Virginia deal is David C. Moore, president of Transcontinental. Both hold equal interest in the property which will be operated under the personal management of Mr. Shea who, as president and general manager, will reside in Harrisonburg. The deal marks the second major negotiation within 10 days involving Transcontinent. It earlier announced the acquisition of WHAM-AM, FM and TV, Rochester, N. Y., subject also to FCC approval.

Gems & Merchandise

▶ Merchandising of Screen Gems properties "has expanded so rapidly" that the department has been reorganized and enlarged and Edward L. Justin has been appointed director, it was announced last week by Ralph M. Cohn, vice-president and general manager of the Columbia Pictures subsidiary. Before joining Screen Gems, Mr. Justin was operating vice-president and a director of Kagran Corporation since the acquisition of that company by NBC early last year. For the record, "Rin Tin Tin," currently an ABC-TV presentation, is the leading Screen Gems property in merchandising, with more than 30 items currently on the market. Other Gems with merchandising tie-ins include Tales of the Texas Rangers, Jungle Jim and Jet Jackson. Upcoming are a whole raft of things to tie-in with Circus Boy, set to run on the NBC-TV network in the 1956-57 season.

Can't Afford to Run?

▶ The ABC-TV network, which so thoughtfully is running those charm schools for novitiate political candidates, is making it even more difficult for us sidewalk politicians to resist the call to office. It now has reduced its rates for five-minute political broadcasts, normally set at 26⅔ per cent of the hour rate, to a straight 10 per cent of the hour rate. Now, if they will just introduce a Talk Now-Pay Later plan . . . . .

A Question of Time

▶ The story behind the switch of Omnibus from CBS-TV to ABC-TV brings to mind the old gentleman who had the time but not the inclination. CBS-TV definitely had the inclination to keep Omnibus, but not the time—those pro-football games in the Fall would bite into the Omnibus spot. NBC-TV likewise was inclined, but had no proper time. ABC-TV, luckily, had both the time and the inclination. Robert Saudek's Ford Foundation production now is tentatively set for the 9:30 to 11 Sunday evening spot when it returns in October, strengthening still further the network's spectacular Fall lineup.

Community Systems

▶ The monthly luncheon of the National Television Film Council, this month Wednesday, April 25, at the Hotel Delmonico in New York, will hear from Theodore R. Kupferman, general attorney and vice-president of Cinerama Productions, on "Practical and Legal Aspects of Community Antenna Systems." A following discussion of the subject will have as speakers Milton J. Shapp, president of Jerrold Electronic Corporation, and Arch A. Mayers, distribution vice-president of the Council. The community antenna system situation is an interesting and significant problem which could do with a bit of fresh airing.

Under the Influence

▶ The influence of television is most often referred to in terms of the buying public and potentially delinquent small people. But it also works the other way around, and influences the policy makers. The latest example of this is RKO's decision to re-release theatrically its "King Kong," following the 1933 epic's hugely successful TV showings on two General Teleradio outlets, WOR-TV, New York, and WHBQ, Memphis. The picture will go out in June coupled

(Continued on page 10, column 3)

In Our View

JUST as water seeks its own level, so it would appear to be that television, in the scheme of things, entertainment-wise, is now seeking, and will soon and surely find, its own level.

That there is a degree of competition between theatrical motion pictures, for example, and the television presentation into the living rooms of the nation, is obvious. But it is also a fact that there is room for both of these modern miracle media of entertainment, enlightenment, interest and enjoyment. It is a happy fact of the economic and social status of this nation that at the present writing, at least, we are a "have" nation enjoying marked prosperity, and that now and in all probability even more in the future we have a large measure of leisure time. The more leisure time there is, plus a state of prosperity, the more readily will the several entertainment media enjoy a share of the public's time and extra dollars.

One of these two prime media has the effect of drawing the potential user out of his home, and the other has the reverse tendency. There are times when for reasons other than strictly the pursuit of entertainment, folks are drawn in either direction, and the medium is there to attract. But one need not constantly fight the other. Rather, in a very real sense, they are both after the same thing, a slice of the public's leisure time.

In the recent words of Leonard Goldenson, president of AB-Paramount Theatres, the competition of the two is largely over because each medium has its own specific market. We subscribe to that opinion.

—Charles S. Aaronson

Passing in Review

TWO TV FILM SERIES which have been struggling through the current season with results somewhat less than satisfactory, in recent weeks, have been showing unhoped for strength, entertainment-wise. Last Wednesday night NBC-TV's Screen Directors Playhouse presented one of its best efforts, Fred Zinnemann's production of "Markheim," a wierd and effective adaptation of a R. L. Stevenson short story, starring Ray Milland and Rod Steiger. The same evening, on ABC-TV, the MGM Parade brought us Part Two of its two-part film essay on Garbo, a most unusual and fascinating show. It's unfortunate that this new vigor comes so late in the season, after most televiewers are pretty well set in their looking habits.

The Kraft Theatre's well-publicized script contest seems to be paying dividends. Its NBC-TV production of Howard Gast's "The Last Showdown" Wednesday night was live television drama at its best, beautifully directed by Fielder Cooke and acted by a top drawer cast led by Edward Arnold, Glenda Farrell, Victor Jory and Elizabeth Montgomery. Mr. Jory's performance as a spineless, toadying businessman was as effective as it was surprising, in light of his usual work as simple, black-hearted knave. The same evening, on CBS-TV's U. S. Steel Hour, Imogene Coca made her "dramatic debut" in another tale about the problems of a television performer, "Funny Heart." It just may be that the public doesn't care a whit about these very particular people and their very particular traumas.

The week's special events ranged all the way from the NBC Opera Theatre premiere (Sunday, April 7) of Norman Dello Joio's "The Trial at Rouen," to Jinx Falkenburg's breathless, crack-of-dawn reports on what Grace was wearing at breakfast on the S.S. Constitution. These were ship-to-shore phone chats with Dave Garroway on NBC-TV's Today. The best special events coverage undoubtedly was CBS-TV's pickup from the Masters Golf Tournament at Augusta, Georgia, April 7-9. Bud Palmer was the man who handled the chore so well. Elsewhere, and in greater detail:

FORD STAR JUBILEE: "Twentieth Century," CBS-TV, 1½ Hour, 9:30 P.M., EST, Saturday, April 7, 1956. Live, compatible color, from Hollywood. For Ford Motor Company.

In view of the fact that they obviously had something of a comedy antique, the Ford Star Jubilee people decided to emphasize the remote quality by placing their TV adaptation of "Twentieth Century" in the roaring twenties, which was all to the good and a point more or less incidental in the original play, a hit of the early thirties. The over-all television production, however, was a study in contrasts: a sometimes brilliant performance by Orson Welles as the mad producer, a rather inept one from Betty Grable as the tempermental actress, and some very good supporting contributions by Ray Collins, Gage Clark and Keenan Wynn. Most importantly, perhaps, director Paul Nickell's staging kept the farce moving at a wonderfully fast pace that is all too rare in TV comedy (and totally non-existent in most TV drama). Here was an exceptionally fine example of how the illusion of speed can be obtained through the admittedly elaborate interrelation of concurrent scenes, a lession taught by D. W. Griffith 40 years ago but almost ignored by television. Arthur Schwartz was producer and Robert Buckner adapted the original Ben Hecht-Charles MacArthur play. It was fun.

GENERAL ELECTRIC THEATRE: "Judy Garland Show," CBS-TV, ½ Hour, 9 P.M., EST, Sunday, April 7, 1956. Live, from Hollywood. For electrical industry.

For reasons unknown, Judy Garland, one of the truly great show business personalities, continues to be a problem even to her most ardent fans, many of which must have been disappointed with this, her second television appearance. Her announced intention—simply to sing—was fine, but she was immediately crossed up by the selection of songs which, with the exception of perhaps three, were not worth her time and the occasionally agonizing appraisal which (in those closeups, anyway) she seemed to be giving them. Her costumes were unbecoming and the one pass at a production number, "Come Rain or Come Shine," added up to considerably less than the individual parts. In this, Peter Gennaro's fantastic dance abilities were unfortunately lost in a shuffle of competing elements. Sid Luft produced, Ralph Nelson directed and Dick Avedon designed the over-all production. It may be that Miss Garland, unlike most other performers, should appear on TV much more often. Perhaps, then, she would not take it all so seriously. Eventually she might come up with the kind of straight, uncluttered performance in which she shines.

$64,000 CHALLENGE: CBS-TV, ½ Hour, 10 P.M., EST, Sunday, April 8, 1956. Live, from New York. For Revlon and Kent.

It was practically inevitable that the producers of $64,000 Question should not let this solid attraction keep rolling, as it apparently is doing, without coming up with something of the same genre. With gold in them thar shows, they might just as well keep digging. This time, the winners of earlier $64,000 Question programs are pitted in their chosen fields against newcomer "challengers." It is indeed a smart idea, and comes off quite well. There is added interest for intrigued viewers in the fact that a new element of competition is added, with the answerers working against the questions, and each other. There is as well the basic interest engendered by the fact that the competitors are working for such high stakes. Bill Fox, who used to be "Sonny" Fox, makes a personable and probably will be eventually a smooth-functioning host, and he can be forgiv few slips in the opening s Looks like salable material, the audience ready to eat it

WARNER BROTHERS SENTS: "Siren Song" (blanca), ABC-TV, 1 Hour, P.M., EST, Tuesday, Apri 1956. Film. For Liggett & M General Electric, and Mons

Last week's Casablanca seg ("Siren Song") effectively sun the qualities which are cont ting to the popularity of th tire Warner Brothers series. formula adventure, but taste produced, directed and perfo and forthright in its escapis tentions. "Siren Song," while ing perilously close to bei parody of all tall tales about h less femmes fatales, neverth is a breezy adventure nicely by James Mitchell, as a re bullfighter; Roberta Haynes, a worried wife, and Charles Mc as cafe-owner Rick. As the Mari Blanchard is too m bad to be true, which is st okay in this kind of make-be This particular segment also b to an unusually suspenseful max: in the bull ring whe retired matador, lured by Blanchard, goes to prove hi once again. Stock shots are integrated with new foota create the proper atmosphe

FINE AND FRIEDKIN DUE TO HAV LITTLE IDLE TIME ON THEIR HAN

HOLLYWOOD: Mort Fine and Dave Friedkin have oiled their typewriters for an exciting schedule. They'll be filming the new program series for NBC-TV; supervising their top-rated "Frontier" series; and filling a commitment to write "Frankie and Johnny" as an American folk opera for a spectacular this summer, which Elliott Lewis will produce. The two new show ideas backed by NBC can be summed up with the titles, "South Seas" and "Crime Classics."

The team intends to develop the "South Seas" series with adult type stories based on adventure and escape from pedestrian life. The South Seas background will not offer the general concept of island paradise. The series will be filmed in color and will have Matthew Rapf producing the anthologies for Tomoda Productions. Tomoda is just another way of saying Tony Miner, Mort Fine and Dave Friedkin. A name star will be selected as host-narrator.

"Crime Classics," a re-enactment of historical crimes, now being filmed at Gross-Krasne's California Studios, employs a composite of special techniques derived from the theatre, live TV and films. Elliott Lewis, who formerly developed the series with the same writing team over CBS Radio, joins Friedkin and Fine on this one as co-producers. Lou Merrill, identified in the radio series as Thomas Hyland, was tested and will re-enact role, serving as an intimate l son between the viewer and story. Bernard Hermann's m also will become an integral of the package.

Although option time is around the corner for "Fronti confidence in the life line of show has inspired Alex North write a special theme song score, which will soon become of the main and end titles . . . maybe develop into a commer hit.

Friedkin and Fine's regard music as a dimension of im tance in story telling, generally passed by producers for bu reasons, will highlight some of future programs in the "Front group. "Somewhere Voice," set air time April 29, has a special ginal song and score integrate the basis for the story. "Balla Pretty Polly," a Kentucky song, will become the basic s line for another of the progr which will feature a ballad si instead of a narrator.

The two writers, who branched out as producers, Friedkin earning extra credi director of "Frontier," are now proaching their tenth year of nership. The team will also b membered for launching the max" series, having written first 26 episodes.

SAMUEL D. BE



TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.



TV Today

E MAN TEMPORARILY AT THE CBS MICROPHONES is Sylvester Weaver, irman of the board of the National Broadcasting Company, shown accepting special George Foster Peabody award for "pioneering program concepts." The asion, last Wednesday at New York's Roosevelt Hotel, was a Radio and Tele- on Executives Society luncheon, the particular purpose of which was to present very distinguished Peabody annual awards. Mr. Weaver, who is thanking the ards committee "for showing a respect for the intelligence of the television audi- e," is flanked at far right by Douglas Edwards, awarded for his CBS television s program; then, to left, by Bennett Cerf, jack-of-all-trades, and presenter of awards; Robert J. Burton, president of the RTES and vice-president of Broadcast sic, Inc., and Perry Como and Art Carney, the latter sitting in for Jackie Gleason. Como and Mr. Gleason were jointly awarded for "television entertainment." ers honored included Davidson Taylor, for "Assignment India"; Robert Saudek, Omnibus' Adams Family series; Dr. Frank Baxter, the Shakespeare scholar; ncy Howe, for his "Outside, U.S.A." on ABC-TV; NBC-TV's Producers' Showcase, Television Programs of America's Lassie. The latter, incidently, made a dramatic, minute entrance to receive her award personally and utter a few barks of thanks.

he Show-Makers

Ronald Reagan plays the star- g role in "The Lord's Dollar" on General Electric Theatre Sun- , April 22, on CBS-TV. Mr. gan, in addition to starring in presentation, is also on-air ervisor on a regular basis.

◆

Reginald Gardiner stars in "Mr. vedere" on Wednesday, April on CBS-TV. Eddie Bracken, rgaret Hayes and Zasu Pitts co- with Gardiner. The teleplay roduced by Sam Marx and di- ed by James V. Kern. Joseph ten is program host.

◆

harles Boyer stars in "Wall of nboo" on the Bristol-Myers' r Star Playhouse, Thursday, il 19 on NBC-TV. Adapted for by Frederic Brady from a story Walter C. Brown, the teleplay produced by Mr. Boyer and cted by Robert Florey. The cast udes Berry Kroeger, Richard . Philip Ahn and Russ Conway.

◆

n Clayton, star of the CBS-TV ssie" series, will fill in for host- Bess Myerson on "The Big off" while Miss Myerson vaca- s for a week starting Monday, il 23.

◆

Broken Arrow" will be pre- ed on General Electric's The Century-Fox Hour Wednes- May 2, on CBS-TV Ricardo talban, Rita Moreno and John on have the starring roles.

The four-man scripting nucleus for Jackie Gleason's "The Honey- mooners" series last season has re- sumed work in preparation for resumption of shooting of the series in mid-August. The writers, who are working under the super- vision of Joe Bigelow, are Marvin Marx, Walter Stone, Sid Zelinka and Herb Finn. Again using the Electronicam. The series begins its second season for Buick on CBS September 29.

◆

Teddy Brenner has been signed by the DuMont Broadcasting Cor- poration to produce the Monday night fights for WABD—Channel 5, replacing Tex Sullivan, who op- erated as president and match- maker of the now defunct London Sporting Club.

◆

Phyllis Thaxter, Warren Stevens and Louise Allbritton star in "Never Again" on "Alfred Hitch- cock Presents" on Sunday, April 22 on CBS-TV. Adapted for tele- vision from a story by Adela Rogers St. Johns, the teleplay was directed by Robert Stevens and produced by Alfred Hitchcock for Revue Productions.

◆

Gabby Hayes, perennial old-timer of Westerns, will tell a "tall tale" at the opening of each episode of The Gabby Hayes Show, to start over the ABC-TV network Satur- day, May 12, it is announced by Slocum Chapin, vice president in charge of sales for ABC. Each program will be a story of the west, featuring a different Western star.

Spotlight on NARTB In Chicago This Week

CHICAGO: Conrad Hilton's huge Michigan Avenue hostelry, mod- estly named for its owner, has for the last several weeks been girding its loins for the onslaught which gets under way here this morning. The onslaught is officially called the 34th annual convention and 10th annual broadcast engineering conference of the National Asso- ciation of Radio and Television Broadcasters.

■ Attending the variety of for- ums, panel discussions, business and engineering sessions, which will be held between now and Thursday evening, will be more than 1,678 delegates, thus setting a new record for the joint conven- tion-conference. C. E. Arney, Jr., convention manager, revealed late last week that the pre-registration total included 1,306 for manage- ment and 372 for the conference. Last year's affair in Washington drew 1,293 delegates.

■ Three official events are sched- uled for today: an FM radio meet- ing from 10 A.M. to noon; a tele- vision business meeting at 2:30 P.M. and a labor relations clinic immediately following the televi- sion business meeting. The engi- neering conference will be holding sessions today, Wednesday and Thursday, and will be joining man- agement for the Association Day sessions tomorrow. Today the en- gineers will devote their time en- tirely to color television engineer- ing; Wednesday will be engineer- ing radio day and Thursday will be engineering television day.

■ The highlight of tomorrow's joint sessions, of course, will be the keynote address in the morning by this year's recipient, Robert E. Kintner, president of the American Broadcasting Company.

■ The keynote award, presented annually by the NARTB to an out- standing member of the industry, will be made by Harold E. Fellows, president of the association. Camp- bell Arnoux, of WTAR-TV, Nor- folk, co-chairman of the conven- tion, will preside at the Associa- tion Day luncheon at which George C. McConnaughey, chairman of the Federal Communications Com- mission, will make the principal address. Also at the luncheon, one of the four co-equal winners of the 1956 Voice of Democracy con- test, Dennis P. Longwell, Herrin, Illinois, will read a portion of his essay, "I Speak for Democracy."

■ The afternoon sesssion Tues- day will open with a special pres- entation on freedom of informa- tion, with John Daly, vice-presi- dent of ABC, making the address. With Mr. Fellows as moderator, Chairman McConnaughey and all the FCC members will participate in a forum Tuesday afternoon.

■ Wednesday, Television Day, will get under way with a presen- tation of the NARTB Television Code, by Edward H. Bronson, di- rector of Television Code Affairs; a forum on station film policies; and a forum on color television management problems. Appearing on the TV film forum will be Harold P. See, KRON-TV, San Francisco, chairman of the NARTB Television Film Com- mittee.

■ NARTB president Fellows will make the Wednesday luncheon address, comprising his annual report to delegates. The first por- tion of the Wednesday afternoon session will be devoted to political telecasting, including an open forum and an address by James S. Hagerty, press secretary to President Eisenhower. The re- mainder of the afternoon will be devoted to a sales presentation by the Television Bureau of Adver- tising.

■ Convention co-chairman E. K. Hartenbower, KCMO, Kansas City, will preside at the sessions Thurs- day, Radio Day, with speakers to include Henry B. Clay, KWKH, Shreveport, chairman of the NARTB radio board of directors; Dr. E. L. Deckinger, vice-president of the Biow Company, and Arthur C. Schofield, advertising and sales promotion director of the Storer Broadcasting Company, among others.

Edward Everett Horton, Maxie Rosenbloom, Hugh O'Brien and Lita Milan are featured in "A Light in France" on the "Damon Runyon Theatre" over CBS-TV Saturday, April 21. Also featured are Lita Milan, Otto Waldis, Ram- say Hill and Glase Lohman.

◆

"Bred for Battle," featuring John Bromfield and Sheldon Leon- ard, will be spotlighted on the "Damon Runyon Theatre" Satur- day, April 28 on CBS-TV. Nancy Gates and Race Gentry are also featured. The teleplay was written by Jack Harvey, produced by Lou Breslow and directed by Sidney Miller.

◆

William K. Everson, for the past six years foreign publicity man- ager of Allied Artists, last week joined the Paul Killiam organiza- tion in a writer-producer capacity. Mr. Killiam's company, known as Biograph Television, produces the "Movie Museum" series devoted to the history of the motion picture.

TELEVISION IN BRITAIN

LONDON: Production and home sales of television sets advanced to a new level last year. Some 140,-100 sets were manufactured, compared with 100,500 in 1954. Home sales were 133,700, compared with 101,100. These figures are given in a Government survey which also reveals that at the end of January 5,539,000 television sets were licensed, compared with 5,400,000 a month earlier and 3,106,000 a year earlier. The sound radio figure declined further to 8,674,000 from 8,848,000 at the end of December and 9,596,000 a year before.

SIR ROBERT FRASER, director general of the Independent Television Authority, pointed to the "ascending confidence" of American advertisers in U. S. TV programmes when he spoke of Commercial TV's prospects in Britain. Annual advertising expenditure on American TV, said Sir Robert, had risen from £20,000,000 in 1949 to £335,000,000 in 1955. He also estimated that, at its present level, about three per cent of advertising expenditures in Britain was being spent on TV. Sir Robert was addressing the third annual luncheon meeting of The Market Research Society in London.

ATV (Associated TeleVision) which runs the London weekend programmes, has now followed the London week-day contractor AR (Associated-Rediffusion) in reducing advertising rates. This new rate schedule permits greater flexibility and puts TV within the reach of many thousands of firms who previously considered the medium too costly.

Details of the new rates were announced by ATV director Richard L. Meyer. "For some time we have been considering how we can best help advertisers to use TV to greater advantage," said Mr. Meyer. "This has led to the conclusion that a fundamental change in the rate structure is needed."

"OVER one million TV viewers are ready to watch commercial television from the Lancashire transmitter." That is the estimate of Jim Phoenix, northern administrator of Granada TV Network. The Lancashire station opens in May with Granada as the week-day programme contractors, said Mr. Phoenix, "this number will be greatly increased by the opening date, for TV dealers everywhere in the North are working in conjunction with us to convert sets to receive Channel Nine. The number of homes in the North already able to receive commercial TV programmes is nearly double the number at the start of the service in London and well in excess of the Midlands."

ROY THOMPSON, Canadian newspaper owner of "The Scotsman" and firm favourite for the Scottish commercial TV contract, has signed Sir Compton Mackenzie and Sir Robert Boothby, M.P., for his TV advisory panel. An I.T.A. announcement on the Scottish commercial TV setup is expected soon. Transmissions are scheduled to start early next year.

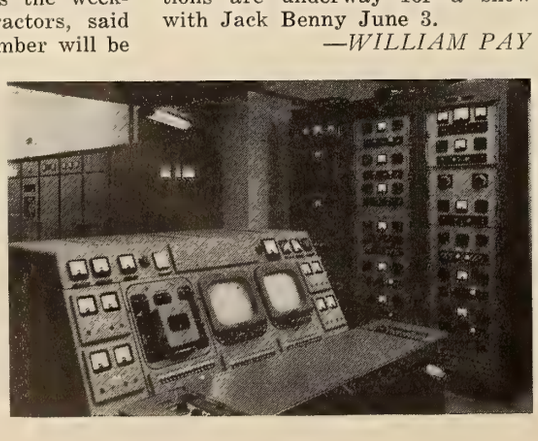
THE B.B.C. has launched its new film series, "Picture Parade," on TV. Five-minute excerpts of the major London pre-releases are screened on the weekly programme. On commercial TV, A.B.C. continues its "Film Fanfare," dealing with the four major general releases. These will be the only "film magazines" on the air.

COMMERCIAL TV has put on its first "spectacular" programme here—The Bob Hope Show starring Fernandel, Diana Dors and Yana—and with advertising rates increased 50 per cent all available time, six minutes, was immediately snapped up. The programme was transmitted over the Midlands network March 28 and to London viewers April 1.

Associated TeleVision, which presented the show also announces a British version of the American TV quiz "The $64,000 question." The dollar sign, however, will be substituted by sixpences—making a top prize of £1,600. This is the biggest prize yet offered in British commercial TV.

Accepting this latest challenge from its commercial rival the B.B.C. announces ambitious plans for the coming months. The Corporation's light entertainment department will step up TV variety shows by 50 per cent. A whole new series of British comedy-star shows will be presented. Negotiations are underway for a show with Jack Benny June 3.

—*WILLIAM PAY*



POWER, as denoted by this control panoply, in the BBC's new television station at London's Crystal Palace. It now has 60 kw, in July will have 120, and at the end of 1957 (with a permanent tower)—200. Then it will be Britain's most powerful station. And it will serve probably 14 million viewers.

Who's Where

JOHN KIERAN, JR., director of publicity, promotion and special events for WABD, has been appointed director of programs for the station by **TED COTT**, vice-president of the DuMont Broadcasting Corporation and manager of its owned and operated stations.

ROBERT W. O'BRIAN has been named manager of the Chicago office of Television Programs of America, Inc., it is announced by **MICHAEL M. SILLERMAN**, TPA executive vice - president. Mr. O'Brian was formerly with the Chicago office of Harrington, Righter and Parsons.

WILLIAM SEAMAN has been named program service manager and **WILLARD MELLOR** staff associate producer of the ABC-TV network program department, it is announced by **ROBERT F. LEWINE**, vice-president in charge of programming and talent for the ABC-TV network.

JOHN McCLAY has been named assistant to **HOLLAND V. TOOKE**, vice-president of Westinghouse Broadcasting Company, Cleveland. Mr. McClay was formerly assistant general manager of WCAU-TV, Philadelphia.

BERYL REUBENS has been named in charge of the news and public affairs publicity unit at CBS Television, with **HARRY J. FEEN** moving into the CBS-TV tra news press information post f merly handled by Mr. Reubens.

BRUCE COX, producer of ma WLW-TV programs, has b named assistant director of S cial Broadcast Services. In his n position, Mr. Cox will assist in production of the many edu tional, religious and public serv shows on both TV and WLW ra

JOHN H. REBER, director of N Spot Sales, has announced t major promotions. **EDWIN JAMESON** has been named di tor of TV sales of NBC spot sa He was formerly eastern mana of TV spot sales. **JACK RYAN** appointed eastern manager of spot sales. Prior to joining Spot Sales in 1952, he was as ciated with WQXR and WOR- in New York.

HAROLD J. ALGUS has b named director of public relati for National Telefilm Associa Inc., it is announced by **ELY LANDAU**, NTA president. Mr. gus will be responsible for operation of the organizati publicity and public relations partment.

JOHN T. VALDES has joined tele-sessions division of Thea Network Television, Inc., in an ecutive sales capacity, the c pany has announced. He was merly an account executive Batten, Barton, Durstine & born, Inc.

SPOTLIGHT

(*Continued*)

with a special new campaign and a companion feature, the horror-confessional "I Walked With a Zombie." "Kong," in a re-release several years ago backed by a huge, precedent-setting TV exploitation campaign, brought in a reported $3,000,000 from the theatres. It will be some time before Matty Fox gets his hands on this one.

Big Figures

► These figures, published last week in the Spring, 1956, edition of Broadcast Information Bureau's "Who's Who and What's Where at TV Film Producers and Distributors," speak for themselves: an estimated 81 film producers and distributors are engaged in TV work, in addition to 462 producers and distributors "doing some TV work"; 373 companies making spot commercials; 1,432 national advertisers are using television.

Color Tests

► Color comes a-creeping, without too many folks paying too much attention to the advance, and continuous "testing" is being done in color programs. At an average rate of one per week, these t are progressing, we have it f Ziv TV, with color prints on syndicated shows, for exam getting showings here and th throughout the country. Ziv po to some 20 cities, some 45,000 c receivers in homes, and some 1 000 in the viewing audience color currently.

One and Only

► Replacing the MGM Parade the Wednesday evening (8: EST) spot over ABC-TV, c mencing May 9, will be The D ninger Show, which had achi a considerable following last y while it was telecast. Amer Tobacco will sponsor for Pall M Dunninger, the mental wizard, come live from New York, Ben Frye of Studio Films, as producer. Whether MGM rade or reasonable facsimile same will return to televisio at this point unknown.

New NBC-TV Affiliate

► Affiliation of KRIS-TV as NBC optional interconnected f ity for Corpus Christi, Texas, announced last week by H Bannister, NBC vice-presiden charge of station relations. station, now under constructio set to go on the air April 29.

WB Reissues

(*Continued from page 1*)

ie films until Sept. 1, 1957. The ther 52-picture package will contain ms barred to TV until six months ter their theatrical distribution.

The above and other highlights of ominant plans were spelled out by atz at a trade press conference on riday.

Dominant, he said, will use its anchise holders across the country distribute the films.

Seeks Start in 45 Days

"We should get rolling" on the first ackage in about 45 days, Katz ated. He went on to say that ominant does not plan to flood the issue market, but will maintain a exible policy in each area of the untry, doling out the films accordg to reissue market requirements. s an example, he saw the offering two reissue combinations in an ea in a given month. The first mbination to be offered, he added, ill be "Task Force" and "The ighting 69th."

In addition to the two packages, atz continued, there will be a spe- al group, consisting of a "classic eatre of silent films" marketed to t theatres, and perhaps a special oup composed of Al Jolson starrers. e also held out the possibility that e best of each Jolson picture may packaged in one film. Another oup, considered film classics, such "Green Pastures," "Petrified For- t" and "A Midsummer Night's ream," will go to art houses.

Art House Individually Treated

On the art house pictures, Katz ve no absolute TV restriction edge, saying that each picture and ch situation will be evaluated sepately, and everything will be done th TV clearances, if possible.

The balance of the pictures, Katz ntinued, will go into theatrical reease as selected, with no guaranes regarding TV. In fact, he said, V will have precedence on the balce. Approximately 850 features ere contained in the WB library, rchased by PRM, Inc., and which being distributed by Associated tists, both to TV and theatrically rough Dominant Pictures in the . S. Katz said that his organizaon still is selecting pictures to make the various groups.

Films Chosen for First Group

Among the titles selected for the st 52-picture package are: "Casaanca," "Task Force," "Rope," Mildred Pierce," "The Fighting th," "Dark Passage," "King's Row," ook for the Silver Lining," "I Am Fugitive," "Black Fury" and "Night d Day." The initial package will clude a number of Errol Flynn rrers, he added.

Katz said the TV packages will be nounced at the Chicago convention the National Association of Radio d Television Broadcasters, which t underway yesterday.

It is reported that foreign reissue stribution for theatres in some areas ll be handled by Warner Brothers.

REVIEW:

The Rack

Metro-Goldwyn-Mayer

GEARED FOR ADULT audiences solely on the basis of its mature theme, "The Rack" is a powerful, intensely moving drama of an army officer's court martial for enemy collaboration when he was a prisoner of war in the Korean conflict. An excellent cast, headed by Paul Newman, Wendell Corey, Walter Pidgeon, Edmund O'Brien and Anne Francis, has been given expert direction by Arnold Laven whose deft accentuation of the psychological elements of the narrative gives the picture an off-the-beaten path treatment of a theme that has been touched upon before. Rod Sterling's television play has been given superb screenplay treatment by Stewart Stern, and producer Arthur Loew, Jr., has loaded it with production values which should lift this picture into the higher brackets of box-office results.

Newman portrays the young army captain who is charged with having given lectures of a pro-Communist nature to the other prisoners of war. Despite his enviable war record and his citations, he is accused by his buddies of having informed on them. At the court martial, O'Brien, Newman's defense counsel, uses the "breaking point" theory as the basis for his case; that is, every man has his breaking point and that he cannot be held responsible for his actions beyond that point. He brings out the ghastly experiences through which Newman had gone before he committed the alleged treasonable crimes and burrows into his client's influences of early childhood. Based on all evidence, Newman is found guilty and is sentenced. But the audience's sympathy is with him.

Corey, as the military's prosecutor, turns in a commendable performance, as do Pidgeon as Newman's father; Miss Francis as the defendant's widowed sister-in-law, and O'Brien in the role of prosecutor. Excellent support also is given by Lee Marvin as one of Newman's accusers.

Although it is difficult to single out one performer for his fine portrayal, inasmuch as every one of them does outstanding work, it must be said that Newman's characterization should be a stepping stone to the pinnacle of stardom.

Others in the cast are Cloris Leachman, Robert Burton, Robert Simon, Trevor Bardette, Adam Williams, James Best, Faye Roope and Barry Atwater.

Running time, 100 minutes. General classification. For May release.

JACK EDEN

150 'Godzilla' Dates In N.E. on May 2

Some 400 theatres throughout New England will play "Godzilla, King of the Monsters," during May following the first American showing April 27 at Loew's State Theatre in New York.

An estimated 150 theatres, including the Paramount and Fenway in Boston, will premiere the film on May 2, while the remaining houses have booked the production later in May.

Joe Levine, president of Embassy Pictures, which is handling distribution, said every circuit in New England is represented in the bookings. among them Paramount New England Theatres, Affiliated Theatres, Interstate Theatres, Loew's, Daytz Theatres, Ralph Snider's Theatres, Ben Williams Theatres, Maine and New Hampshire Theatres, Stanley Warner, Herbert Higgins' Circuit, and a majority of area drive-ins now open.

New Atlanta House Open

The Belmont Hills Theatre, operated by Stevens Pictures of Atlanta has been opened there. The new theatre with a seating capacity of 600 is equipped for stereophonic sound and has a CinemaScope screen.

Spring Bringing Top Business to Omaha

OMAHA, April 15.—Spring business at local theatres is showing improvement over previous months, a survey today disclosed. This is especially true at Ralph Goldberg's flagship, the 860-seat State, where "I'll Cry Tomorrow" is racking up near-record grosses.

Same is true at Brandeis, where "The Man With the Golden Arm" is heading into a third week. However, Tri-States reports box-office as about the same, blaming it on the recent cold spell.

Neighborhoods are finding going very spotty, while the Town, Goldberg's downtown house specializing in burlesque pictures, is garnering a record take for this year with "Rock 'n' Roll Follies."

Goldberg reported State and Dundee business is up approximately 100 per cent over last year at this time, and suburban houses about 15 per cent better.

'Jubal' to Mayfair

Columbia's Technicolor, CinemaScope "Jubal," will have its premiere at the Mayfair Theatre here on April 24.

TENT TALK

Variety Club News

Martin Levine, convention chairman for the forthcoming 20th annual convention of the Variety Clubs International May 9-12, at the Waldorf-Astoria here, has announced that a tie-up has been effected with Trans-World Airlines to see that every attending barker and his wife will receive a souvenir photograph of the occasion. A special photographer equipped with Polaroid cameras will be on hand during the entire convention period.

△

MILWAUKEE. — Variety Club of Wisconsin, Tent No. 14, held a farewell luncheon here for Eddie Vollendorf, of Theatre Service, who is leaving Milwaukee for Florida. Vollendorf started in the industry as a candy butcher for Sax Amusement, later joining Fox Midwest. Most recently he was buyer and booker for Theatre Service.

△

SALT LAKE CITY.—Irving Gillman, of United Intermountain Theatres, has been named Chief Barker of Variety Club's Salt Lake City Tent No. 38 for the coming year. Other officers are: K. O. Lloyd, 20th Century-Fox, first assistant; John Krier, Intermountain Theatres, second assistant; S. S. McFadden, Columbia Pictures, dough guy, and Gene Jones, Paramount, property master.

Starr to Be V.C.'s Convention Greeter

The Variety Club of New York, Tent 35, has appointed Martin Starr, Hollywood commentator for the Mutual Broadcasting System, as "Mister Showman" and to act in the capacity of greeter to the delegates to the forthcoming 20th annual convention of the Variety Clubs International at the Hotel Waldorf-Astoria, here May 9-12th.

In addition, prior to the convention, Starr will appear on a series of television and radio programs, at civic events and will participate in newspaper interviews wherein he will relate the story of Variety, and dwell on the humanitarian achievements of the clubs throughout the world and on the children's charities adopted by showmen-members everywhere. Highlights of the convention, which is expected to be attended by over 1,200 barkers from all over the world, will also be discussed.

New Montana Circuit

BUTTE, Mont., April 15.—Wilmet Theatres has been incorporated and will operate both indoor and outdoor theatres in this area. Directors include Raymond F. Wilmet, Thomas Fax and George W. Richardson.

Another bonus in screen brightness!

11% more light...

20% slower burning...



Greatly improved NATIONAL TRADE-MARK 10mm x 20" High Intensity Projector Carbons

THE PAST TWO YEARS have seen constant improvement in "National" Projector Carbons. A new "Suprex" 7mm Carbon, "Suprex" 8mm Carbon, and now, a greatly improved 10mm High Intensity Carbon — all designed to give you more light and longer burning.

The objective of all these improvements is to provide for exhibitors the finest picture quality at lowest cost. The same leadership that has made "National" Projector Carbons outstanding over the years is still at work for you — with more new improvements to come.

Carbons are such a small part of overall cost, yet such an important element of superior projection. Be *sure* you have the best — always buy "National" Carbons.



THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN WITH
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 74 NEW YORK, U. S. A., TUESDAY, APRIL 17, 1956 TEN CENTS

oew Announces

Barry to Head All M-G-M TV Operations

Will Also Take Charge of Film Library Sales

Charles C. (Bud) Barry, an executive at the William Morris Agency here, has been named to organize and assume charge of the television operations for M-G-M, it was announced yesterday by Arthur M. Loew, president of Loew's, Inc.

Barry, who will assume his new post within two weeks, will also take charge of the release of the M-G-M film library to television, it is understood.

In announcing the appointment, Loew said that Barry will also act as liaison between New York and Cali-

(*Continued on page* 9)

Color TV in Spotlight as NARTB Conclave Opens in Chicago

From THE DAILY Bureau

Television Today..

CHICAGO, April 16.—Heavy emphasis on color television appeared to be the big theme as the 34th annual convention and 10th annual Broadcast Engineering Conference of the National Association of Radio and Television Broadcasters opened here today at the Conrad Hilton Hotel.

The importance and interest centered in this convention can be measured by the 2,500 broadcasters who registered, making this the biggest and the most important equip-

(*Continued on page* 9)

TV Interest in W.B. Backlog High: Rich

From THE DAILY Bureau

CHICAGO, April 16.—While Bob Rich, general sales manager of Associated Artists Productions, announced this afternoon that the organization is set to sign contracts covering the Warner Brothers film backlog for television, it appeared that sales are only

(*Continued on page* 9)

For Board of Trade Survey of Industry

British Trade Groups Hit Quota, Americans' Sharing Eady Funds

By PETER BURNUP

LONDON, April 16.—Opposition to the continuation of Britain's film Quota Act and to the participation in Eady funds of Americans producing here are expected to be expressed among the views of the various sections of the industry which are being prepared for consideration by the Board of Trade in the survey of the industry which it is undertaking.

The various trade associations now have their views in draft form awaiting ratification by their general councils. They are to be presented to David Kingsley, managing director of the National Film Finance Corp., who has been designated by Peter Thorneycroft, president of the Board of Trade, to receive and clear them for the board next fall.

Thorneycroft has made it clear that he will not necessarily accept any of the industry views, but they should

(*Continued on page* 10)

House Passes Merger Bill

From THE DAILY Bureau

WASHINGTON, April 16.—The House passed and sent to the Senate a bill requiring that advance notice be given the government of any proposed merger or acquisition involving firms with combined assets of $10,000,000 or more.

Under the bill, notice would have to be given both the Federal Trade Commission and Justice Department 90 days in advance of the merger. The merger could not take place during the 90-day period. If the gov-

(*Continued on page* 10)

Pa. to Study Revival Of Film Censorship

Special to THE DAILY

HARRISBURG, April 16.—Pennsylvania's Senate has adopted a resolution directing the legislature's Joint State Government Commission to study the possibility of reviving film censorship in the state.

The state's 41-year-old motion picture censorship act earlier was ruled

(*Continued on page* 4)

D.C. Area Exhibitor Convention Today

From THE DAILY Bureau

WASHINGTON, April 16.—William C. Gehring, executive assistant to 20th Century-Fox president Spyros Skouras, and Arthur Mayer, special representative for Paramount Pictures, have been added to the list of speakers at the Washington motion picture exchange area convention.

The convention will open here tomorrow and will last for three days. Exhibitors from the District of Columbia, Maryland and Virginia will take part.

Another speaker just added to the

(*Continued on page* 4)

Set Hearing Here Thurs. on RKO Circuit's Trusteed Interest in Met. Playhouses

From THE DAILY Bureau

WASHINGTON, April 16.—A hearing has been set in New York District Court Thursday on the motion of trustee George Alger to continue his trusteeship of the RKO theatres stock interest in Metropolitan Playhouses.

The present deadline for terminating the trust and for disposing of the RKO interest is April 20. Alger has asked that the trusteeship be continued, with certain changes in the trust agreement.

Justice Department officials said they would go along with the temporary continuation of the trusteeship and with some of the changes Alger is proposing in the trust agreement, but "we're going to have some suggestions of our own" for further changes in the trust agreement. The hearing will take place before whatever judge is passing on motions Thursday.

3 Promoted

Realignment in 20th-Fox Sales Organization

Harrison Creates Four Divisions in US, Canada

A reorganization and realignment of the field supervision of the 20th Century-Fox sales organization in the United States and Canada, which includes the promotion of four key personnel, was announced here yesterday by 20th-Fox general sales manager Alex Harrison.



Alex Harrison

The move puts into immediate effect a policy where control and supervision of the field organization will be under four division managers directly responsible to Harrison

(*Continued on page* 4)

Production Reaches Year's High Mark; 38 Before Cameras

From THE DAILY Bureau

HOLLYWOOD, April 16.—With eight new pictures starting and three others completed last week, the total number of pictures in production increased to the year's high of 38.

Started were "Guns of Fort Petticoat," Brown-Murphy Pictures (Co-

(*Continued on page* 4)

Leo Spitz Dies After Three-Year Illness

From THE DAILY Bureau

HOLLYWOOD, April 16.—Leo Spitz, 67, a former president of RKO Radio Pictures and a co-founder of International Pictures, died early today in Cedars of Lebanon Hospital after a three-year illness.

A native of Chicago and a graduate

(*Continued on page* 4)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Minneapolis from New York.

•

HENRY GREENBERGER, president of the Cleveland Motion Picture Exhibitors Association, and MRS. GREENBERGER have returned to Cleveland from Miami Beach.

•

ROY DISNEY, president of Walt Disney Productions, has returned to the Coast from New York and a European trip.

•

ROBERT H. KLAEGER, vice-president in charge of production for Transfilm, has returned to New York following a two-week vacation.

•

L. E. GOLDHAMMER, Allied Artists' Eastern sales manager, will leave New York today for Detroit and Pittsburgh.

•

MUNIO PODHORZER, of Casino Film Exchange, will return here this week from Germany and Austria.

•

LESLIE NORMAN, director, has arrived in New York from London via B.O.A.C., en route to Australia.

•

ORESTE KIRKOP, British singer, will arrive here today from London via B.O.A.C.

•

KAY KENDALL, British actress, arrived in New York yesterday from London via B.O.A.C.

•

MIKE SIMONS, M-G-M exhibitor relations head, will leave here today by plane for Nashville.

•

J. J. COHN, M-G-M studio executive, will leave here tomorrow for London.

•

NORMAN KRASNA, producer-director, has arrived in New York from Paris.

•

DON HARTMAN has left New York for London via B.O.A.C.

•

SHIRLEY JONES left here last night for London via B.O.A.C.

Armour Circling Globe

LONDON, April 16. — Currently engaged on a tour of all Republic's international branches, Reginald Armour, sales head, said he intended to cover the entire world by the end of June. He plans remaining in Britain for another two weeks before leaving for the Far East.

Reveal British Lion Titles to Dominant

From THE DAILY Bureau

LONDON, April 16.—The five British Lion features sold to Dominant Pictures for theatrical distribution in the U. S. include: "John and Julie," "End of the Road," "Orders Are Orders," "Blue Peter" and "Child's Play."

Trans Lux Enters Television Field

Trans-Lux Pictures Corp. announced yesterday the formation of a subsidiary which will bring the Trans-Lux company into the television field.

Richard Brandt, vice-president of the new company, announced the formal acquisition of the distribution rights to the entire Encyclopaedia Britannica library, which includes a backlog of 700 short subjects as well as approximately 60 new productions each year. He stated that Trans-Lux will service the television industry with these shorts in packages of 26 and 39 films.

Besides the Encyclopaedia Britannica packages, Trans-Lux will be distributing full-length motion pictures which have been in theatrical release over the past few years. It also plans to acquire, according to Brandt, other groups of feature-length films as well as half-hour packages.

Bid Sen. Humphrey to No. Central Meeting

MINNEAPOLIS, April 16.—Senator Hubert H. Humphrey, chairman of the Senate Small Business committee, has been invited to attend the annual convention of North Central Allied I.T.O. at the Nicollet Hotel here, May 15 and 16.

Others invited to attend include Jack Kirsch, president of Illinois Allied; Myron Blank, president of Theatre Owners of America; W. C. Gehring, 20th Century-Fox vice-president, and Al Sindlinger of Sindlinger & Co., analysts.

Crown to Europe

Alfred Crown, vice-president of Allied Artists Pictures Corp., will leave here tomorrow for Europe, where he will confer with executives of the international organization in connection with the company's expanded production activities abroad. He will also explore the possibilities of new co-production deals for AA.

Tent 35 Sets Meeting

The next luncheon meeting of Variety Club Tent No. 35 will be held at Toots Shor's Restaurant here in April 27.

Youngstein Directing Asthma Relief Drive

"Attack On Asthma Week," an all-media campaign to raise funds for the Jewish National Home for Asthmatic Children, located in Denver, got under way here yesterday under the direction of Max E. Youngstein, United Artists vice-president, who is national chairman of the drive.

More than 1,000 women in New York, Long Island, New Jersey and Westchester County are participating in the biggest drive in the Home's history, which will culminate in the "Parade of Stars" benefit entertainment at Manhattan's Town Hall on Saturday.

Research Institute Planned

One of the major goals of the Asthma effort is the creation of a multi-million-dollar Research Institute in Denver to find the cause and cure for the disease, which ranks third among illnesses attacking children. Contributions will also be used to establish a 40-bed hospital, augment the staff of the Home and expand existing laboratory facilities.

Censorship Opposed In WGA Resolution

HOLLYWOOD, April 16.—The national council of the Writers Guild of America wound up a two-day meeting at the Beverly Hills Hotel by adopting a resolution against "growing censorship in the television, motion picture and radio fields." The resolution read in part:

"Be it resolved by the national council that WGA pledges itself to oppose any attempt by any person or persons, private or public, to control, to suppress or, through pressure, to influence presentation or performance on television, screen or radio of a writer's work on any basis other than because it violates the express provisions of constitutional law."

The council approved the proposed amalgamation of the West Coast radio and television branches, which is subject to a general membership vote next month.

The plan for an annual award for television and radio writers, by a process still to be worked out, also received favorable reaction.

Services Tomorrow For William Holland

Funeral services will be held at the Perazzo Chapel here tomorrow for William Holland, executive of Palace Pictures, Inc., and Panther Productions, who died of a heart attack on Saturday. Holland, whose real name was William Holland Versteeg, had been active in distribution and production for several years. He was 44 years old. His wife, Maisie, survives.

. . . NEWS ROUNDUP

Drive-ins Promote Debuts

A six-column newspaper advertisement ushered in the promotion campaign for the opening of 14 drive-ins in theatres in the greater Kansas C area.

'Romeo' to Embassy

Embassy Pictures of Boston will handle distribution in that area "The Ballet of Romeo and Juliet," full-length ballet film in color t was premiered earlier this month New York. Joseph Levine, head Embassy Pictures who will handle distribution, said plans are in making for a Boston road-show gagement.

Everybody's in the Act

Unusually enough, when "Lov and Lollipops" opens here at Normandie Theatre tonight, the ev ing performance will be attend by every member of the cast, the p ducers, the music director and entire technical crew.

McFadden Heads WRCA

Thomas B. McFadden has b promoted to vice-president in cha of WRCA and WRCA-TV, Natio Broadcasting Company's flagship tions in New York.

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
A Warner Bros. Picture
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ritish Delegation o Promote UK Films t Cannes Festival

From THE DAILY Bureau

LONDON, April 16.—A spirit of gressive salesmanship is likely to pire Britain's delegation to the nnes Film Festival. The British ntingent there will be led by John vis, in his capacity as president of British Film Producers' Associa- n, and will include Associated itish's executive producer Robert rk and Sir Henry French.

Will Include Actresses

On the safari, also will be a covey this country's most prepossessing men-stars and practically every ilable actor. It will not be Davis's lt if British films and their poten- value to exhibitors are not made own in every country on the Con- ent, for a most elaborate informa- n center with cabling and tele- one facilities has been established Cannes. A crowded schedule of eptions has been arranged, at ich exhibitors and the press will able to meet this country's stars l learn of their films.

Following the already reported hdrawal of "A Town Like Alice" n the Festival, "The Man Who ver Was" will represent Britain re. Although the picture's financ- is understood to have been gely arranged by 20th Century- , which distributes it world-wide, Henry makes it clear that it has n entered as a British production. has given an undertaking that the 's earnings in France will revert this country and be used here, Henry assured newsmen. He ed that even in the U. S. the n-Fox distributed picture was versally recognized as a Britsh .

Film on Tibet Entered

The British-made "Seven Years in et" will also be presented at the tival at the invitation of the nizing committee. The film is a length color feature, based on a k of the same title by Heinrich rer, who escaped from an Indian rnment camp and crossed the alayas into the closed land of et.

V Tape Recorder Ordered by CBS

he television division of the Co- bia Broadcasting System has ed an order for the first three pro- pe units of the Ampex Corpora- s new process for the recording reproduction of television pro- ns on magnetic tape.

ngineering CBS-TV vice-presi- William B. Lodge said, "We e that use of this new equipment overcome the three-hour East- t time differential will improve technical quality of CBS televi- programs and will enable our ated stations on the West Coast leliver better quality pictures in home."

Telemeter to Have Its First Experimental Programming in Vancouver Next Year

Special to THE DAILY

VANCOUVER, B. C., April 16. — Vancouver is to be the scene of the first Telemeter program in Canada, it was revealed by John J. Fitzgibbons, president and managing director of Famous Players Canadian Corp.

Fitzgibbons is in Vancouver to arrange for a studio location that will transmit regular feature films by direct wire into Vancouver homes. He said he expected the scheme would be in operation by this time next year.

Vancouver was selected, he said, because it is recognized as the toughest marketing city on the continent."

"If it works here it will have a good chance elsewhere," he said.

Fox Plans Talent Building Program

HOLLYWOOD, April 16.—An extensive talent building program for 20th Century-Fox will be inaugurated, Spyros P. Skouras, president, disclosed here prior to his return to New York. He is due in New York tomorrow.

Skouras said that the company has set aside $1,000,000 to put the project in effect and is set to expend $1,000,000 a year to maintain envisioned talent schools in New York and at the company's studios.

The purpose of the talent schools would be to develop new people, with top-notch instructions offered in acting, speech, dancing, singing, and acrobatics. Skouras pointed to the drain of the television medium, which, he said, syphons off promising talent. He added that Fox representatives throughout the world will be instructed to look for fresh, promising talent among writers and directors.

$70,000 in 3 Days Reported for 'Suit'

First three-day receipts at New York's Roxy Theatre totaling nearly $70,000 for the showing of Darryl F. Zanuck's "The Man in the Gray Flannel Suit" were reported yesterday by Robert C. Rothafel, theatre's managing director.

Rothafel predicted the 20th Century-Fox film would gross $125,000 for the opening week, ranking it as one of the biggest grossing productions to play the house since "The Robe" in 1953.

Name Anderson RKO Milwauke Manager

MILWAUKEE, April 16.—Morey Anderson, a salesman for RKO here for the last 27 years, has been named branch manager. He will succeed Lou Elman who has been transferred to the Los Angeles exchange in a sales capacity.

MPIC Installs Wald

LOS ANGELES, April 16.—The Motion Picture Industry Council public relations committee tonight installed Jerry Wald as chairman, following his appointment by MPIC president Ronald Reagan.

Set May 1 Completion Of Tiajuana Studios

MEXICO CITY, April 15 (By Air Mail).—A tentative date of May 1 has been announced by Estudios Cinematograficos de Baja California, a newly organized Mexican film firm, for the completion of studios at Tiajuana.

"The Home Stretch" will be the production company's initial picture and will mark the debut of Cuban actor Alberto Insua in Mexican films. Scheduled to be filmed in CinemaScope, the production is expected to go before the cameras before mid-July.

The new studio includes a processing laboratory, dubbing services, cutting and projection rooms and facilities for year-round production of dual version TV shorts.

Juan Jose Perez Padilla, a Mexican financier and film trade expert, heads the new company.

Films in Mexico Top Entertainment Form

MEXICO CITY, April 15 (By Air Mail).—Motion pictures reigned as the top amusement favorite in this city last year, according to statistics revealed by the National Statistics Department, which surveyed the amusement field.

Paid tickets in theatres last year totaled 73,274,347 for $12,255,185, a new high for the city. It compared with stage theatres, which netted $1,759,776 from 2,995,735 tickets, and sporting events, which sold 3,900,735 tickets for revenue of $1,291,374.

Paramount Has 10 Pictures on Docket

Hollywood, April 16.—Ten motion pictures are currently in or will be, in production by June at the Paramount Pictures studios here.

The pictures currently shooting are "Gunfight at the OK Corral," "Funny Face," "The Loves of Omar Khayyam," "The Lonely Man" and "The Maverick." Production on "Hollywood or Bust" got under way here today.

Four films scheduled to start by and in June are "The Jim Piersall Story," "The Rainmaker," "The Buster Keaton Story" and "Flamenca."

Uruguay Deal

Rank Presses Latin Amer. Selling Drive

From THE DAILY Bureau

LONDON, April 16.—The second phase in the Rank Organisation's militant selling campaign in Latin America has opened, it is stated here, with the signing of an important deal in Uruguay.

The deal establishes an agency for Rank product through the medium of International Films, Ltd., whose managing director is Sr. J. Ellenberg, and in association with a leading exhibiting concern in Montevideo, Campagna Central Cinematografica, whose managing director is Sr. Sanchez Varela. The arrangement ensures first-run facilities in Montevideo's two largest theatres.

Some Film Shot in Montevideo

Rank officials here claim that the deal not only affords an unprecedented opportunity to British films in the territory, but represents a particularly successful placing of films far superior to anything achieved by any other film company of any nationality. The operation was preceded by an intensive publicity campaign for the Organisation's distribution plans in Latin America and this, it is stated, was given an immense impetus when a unit from Pinewood Studios traveled to Montevideo to shoot scenes for the Rank film, "The Battle of the River Plate."

Sixteen major films from the Organisation are already lined up for release in Uruguay.

MacArthur, Jamieson in Forefront

As previously reported, in the spearhead of the attack are Colan MacArthur, formerly chief of the Rank bureau in Rome, and W. H. Jamieson, who for a number of years was controller of publicity in the Rank overseas division. Both men are permanently stationed in South America, but back of them is Harry Norris, managing director of the overseas organisation.

It is understood that Norris will shortly be travelling to West Africa to establish a selling organisation there.

McManus Quits Ohio Co-op for Drive-ins

CLEVELAND, April 16.—Hershel McManus, for the past eight years assistant to president Milton A. Mooney of Co-operative Theatres of Ohio, has resigned effective on May 1 to take over the general managership of the Telegraph, Starlite and Parkside Drive-in theatres owned by Ray Searles and his sons. McManus has been in the business 30 years, having started in Kansas City as an usher in the Newman Theatre.

Eight to Start

UA Producers Preparing 20 Films for Slate

Some 20 films slated for United Artists release are currently in production, editing or scheduled to go before the cameras within the next 60 days, it has been reported by UA vice-president Max E. Youngstein.

Noting that UA intends to invest some $45,000,000 in production over the current 12-month period, Youngstein said the independent film-makers report peak production activity at present.

Eight in Preparation

Eight films being readied for the cameras in the next two-month period include "Men at War," to be produced by Sidney Harmon; "The Boss," to be produced by Frank Seltzer; "Fort Laramie," by Howard W. Koch; "The King and Four Queens," with Robert Waterfield as executive producer; "Dance With Me, Henry," with Robert Goldstein as producer; "The Big Boodle," to be produced by Lewis Blumberg; "Spring Reunion," with Jerry Bresler producing and "Love Story," with Gildstein producing.

Films now in production are "The Pride and the Passion" in Spain, "The Sharkfighters" in Cuba and "The Brass Legend" in Hollywood.

'Trapeze' Being Edited

Now in the editing stages are Hecht and Lancaster's "Trapeze," produced by James Hill; "The Lonely Gun," Harry Horner, producer; "Hot Cars," a Bel-Air Production with Aubrey Schenck as executive producer; "Gun Brothers," a Grand Productions' film directed by Sidney Salkow; "The Black Sheep," a Bel-Air Productions film produced by Howard Koch; "Flight to Hong Kong," a Sabre Productions Film produced and directed by Joseph Newman; "Fragile Fox," produced and directed by Robert Aldrich; "Rebel in Town," a Bel-Air film directed by Al Werker.

Production High

(*Continued from page* 1)

lumbia); "Barretts of Wimpole Street," CinemaScope, color, and "Tea House of the August Moon," CinemaScope, color (Metro-Goldwyn-Mayer); "Hollywood or Bust," Vista-Vision, Technicolor (Paramount); "The Last Wagon," CinemaScope, De Luxe Color, and "One in a Million," CinemaScope, De Luxe Color (20th Century-Fox); "The Brass Legend," Bob Goldstein Prod., and "The Boss," Boss Prods. (United Artists).

Completed were: "Somewhere I'll Find Him" (Metro-Goldwyn-Mayer); "Tension at Table Rock," color (RKO Radio); "Pharaoh's Curse," Bel-Air Prod. (United Artists).

Stemming from Consent Decree

Two House Groups to Probe A. T. & T. Link With Gov't

From THE DAILY Bureau

WASHINGTON, April 16.—Two House committees will probably investigate the relations between the American Telephone and Telegraph Co. and the Government, their chairman said here today.

House Judiciary Committee chairman Celler (D., N. Y.) said his anti-trust subcommittee would almost certainly study the recent A. T. & T. anti-trust consent decree and other aspects of the company's relations with government agencies. House government operations committee chairman Dawson (D., Ill.) said his group would probably make such a study, too.

Blasted by Roosevelt

The two investigations were promised following a bitter attack against the company on the House floor by Rep. Roosevelt (D., Calif.). He charged that the consent decree, in failing to force the company to give up Western Electric and in other respects, "represents the lowest point in modern times in the disposition of major trust litigation."

"The only conclusion possible from the facts is that A. T. and T. has been given favored and special treatment by the present Administration and Attorney General Brownell," he declared. Reading a long list of present or former government officials who are or were connected with A. T. and T., Roosevelt said "there appears to be almost no area of government whose activity affects A. T. and T. where an A. T. and T. official is not in a position of influence or control." He urged the House to make a "thoroughgoing investigation of the influence of A. T. and T. upon government and in particular upon the Department of Defense, the Department of the Air Force, the Office of Defense Mobilization, the Federal Communications Commission and the Department of Justice."

Says Goals Were Not Achieved

Divestiture of Western Electric and a dissolution of Western Electric into three competing, manufacturing concerns was the principal reason the anti-trust case was brought originally, Roosevelt said. Instead of achieving these goals, however, the consent decree in the A. T. and T. case, Roosevelt said, "solidifies and gives government sanction to the very monopoly which the complaint was designed to break up and makes impossible the bringing of any further action by future administrations."

Leo Spitz Dies

(*Continued from page* 1)

of the University of Chicago, Spitz was a member of a law firm in that city before entering show business. He was named president of RKO in 1935 and served as president of the Keith-Albee Orpheum and B. F. Keith Corp. the following year. After resigning to continue his law practice in 1938, he later joined William Goetz in the formation of International Pictures, Inc. in 1943. He served as board chairman of the firm prior to the firm's consolidation with Universal Pictures in 1946.

Spitz resigned as executive head of production at U-I in Nov., 1953. He held membership in the Motion Picture Pioneers and the Chicago and American Bar Associations.

Stars of 'Trapeze' To Tour Nationally

Burt Lancaster, Gina Lollobrigida and Tony Curtis, stars of United Artists' "Trapeze," will make a nationwide tour early this summer in behalf of the forthcoming CinemaScope production, it has been announced by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation.

The trio will make their transcontinental junket aboard two special railroad cars, which will house them during the duration of the tour.

D.C. Convention

(*Continued from page* 1)

list is former Illinois Rep. Calvin D. Johnson, assistant to Remington Rand vice president Herbert H. Goodman. Previously announced speakers include Jack Braunagel, executive assistant to the president of the United Theatre Corp. of North Little Rock, Ark.; industry statistician Albert E. Sindlinger; Ralph Pries and Jay Emanuel.

Pa. to Study

(*Continued from page* 1)

unconstitutional by the Pennsylvania Supreme Court in an opinion which closely followed prior decisions by the U. S. Supreme Court.

The high state court termed the words "sacrilegious, indecent and immoral," as used in the act, so vague as to amount to a denial of due process of the 14th Amendment to the Constitution.

'Conqueror' Being Held

Howard Hughes' "The Conqueror" continues to hold over for extended runs in all sections of the country, it was announced yesterday by Walter Branson, RKO Radio vice-president in charge of worldwide distribution. The Criterion here, which began its third week with the film on Friday, grossed $23,962 during the first three days of its holdover, the company reported.

Realignment

(*Continued from page* 1)

with Arthur Silverstone as assista general sales manager. The compar has split its U. S. and Canadi market into four separate divisio and the four division managers w supervise eight newly-established di tricts embracing 33 branches in th U. S. and six in Canada.

Norris Promoted

The realignment brings promoti to C. Glenn Norris, who will supe vise the new Central-Canadian di sion which will include the Canadia Central and Midwestern distric Martin Moskowitz, who will supe vise the newly-formed Eastern di sion comprising the Atlantic a Northeastern districts, and Abe Dic stein, who has been New York bran manager since Feb., 1951, to the A lantic district managership.

The four divisions are constitut as follows:

Eastern, under the supervision Moskowitz, will include two distric Northeast, with Al Levy as distr manager supervising Boston, Ne Haven, Albany and Buffalo, and A lantic, and Dickstein as district ma ager supervising New York, Phi delphia, Washington and Pittsburg

Myers Canadian Manager

Central-Canadian division unc the supervision of Norris, with Pe Myers as district manager of t Canadian branches, will consist Toronto, Montreal, St. John, Win peg, Calgary and Vancouver; t Midwestern district with Morton Levy as district manager supervisi the Minneapolis, Milwaukee, Oma Des Moines, Kansas City and Louis, and the Central district w Tom O. McCleaster as district ma ager supervising Chicago, Clevela Cincinnati, Detroit and Indianapo

Southern division with Harry Ballance as division manager sup vising two districts including Southeast, with Paul S. Wilson as d trict manager supervising Atlan Charlotte, Jacksonville and New O leans, and the Southwest with M Sheridan, Jr., supervising Dall Houston, Oklahoma City and Me phis.

Kniffen Aide to Wobber

Western division with Hern Wobber as division manager and l ville Kniffin as assistant division m ager supervising the Los Angeles, S Francisco, Portland, Seattle, Salt La City and Denver branches.

'Birds and Bees' Te Favorable in Texas

Reports received at Paramount fices here tell of exceptionally g grosses for the first week of that co pany's test engagements of "T Birds and the Bees" in four key cit of Texas.

At the Majestic Theatre in S Antonio the film drew $13,000; t Metropolitan in Houston, $14,000; the Worth in Fort Worth, $12,0 and at the Palace in Dallas, $14,0

The First
Production,
THE SEARCHERS

the Second Production of the American Scene

C. V. WHITNEY PICTURES INC.

MERIAN C. COOPER, *Vice-President in Charge of Production*

will be the
picturization
of a brilliant
novel, personally
selected by
C. V. Whitney





The Missouri Traveler

a novel by

JOHN BURRESS

THE MISSOURI TRAVELER is the story of the ***heartland of America*** — our great Middle West — often called the "Mark Twain country".

It is laid in the early twenties and peopled with enchanting characters of this *heartland* as only John Burress, since Mark Twain, has so realistically and warmly captured.

C. V. Whitney and **Merian C. Cooper** will give THE MISSOURI TRAVELER the same care in production they gave THE SEARCHERS, which displays so magnificently the rough Texas life of 1868-1873.

THE SEARCHERS was presented by **C. V. Whitney,** president, with **Merian C. Cooper,** executive producer; **John Ford,** director; **Patrick Ford,** associate producer; **Frank Nugent,** screenplay; **Winton C. Hoch,** photography; **H. Lee Van Hoozer,** special assistant to the vice-president; **Lowell Farrell,** production manager; in color by Technicolor; in VistaVision.

C. V. Whitney Pictures, Inc., expects to give THE MISSOURI TRAVELER the *all-star* casting that was done in THE SEARCHERS.



For THE MISSOURI TRAVELER C. V. Whitney Pictures, Inc., will team most of the same picture makers—**C. V. Whitney,** president; **Merian C. Cooper,** executive producer; **Patrick Ford,** associate producer; **Frank Nugent,** screenplay; **Winton C. Hoch,** photography; **H. Lee Van Hoozer,** special assistant to the vice-president; **Lowell Farrell,** production manager; color by Technicolor; in VistaVision.

Whitney and **Cooper** have selected **Ted Tetzlaff,** famed for his direction of the Vatican sequence in *Seven Wonders of the World*, to direct THE MISSOURI TRAVELER.

C. V. Whitney Pictures, Inc., hopes to put on the screen the kind of spirit of the United States, which, *in its heartland*, is, to quote the Vanguard Press, publishers of THE MISSOURI TRAVELER.

"Warm and happy and touched with the magic of living as seen through young eyes."

From an interview with **C. V. WHITNEY**
by *Thomas M. Pryor* in the New York Times...

"We may not always succeed in our aims, but I will promise you that no C. V. Whitney picture will ever misrepresent or paint a false picture of the United States or its people."

C. V. WHITNEY PICTURES, INC.

C. V. WHITNEY, ***President***

MERIAN C. COOPER, ***Vice-President in Charge of Production***

1256 WESTWOOD BLVD., LOS ANGELES 24, CALIFORNIA

VARTB

(*Continued from page* 1)

ient show ever staged by the indus-y. Displays, including the latest in nprovement and design of electronic quipment, cover 35,000 square feet space in Exhibition Hall, where eavy equipment manufactured by 31 ompanies is on exhibit.

Spokesmen predicted that WNBQ's ove to color, made yesterday, will crease the demand for color receiv-s and, as production increases, re-uce the price. About 15 per cent the nation's 35,000 to 50,000 pres-t color sets are believed to be in e Chicago area.

RCA to Aid Other Manufacturers

Radio Corporation of America ex-ects to produce 200,000 sets this ear and a major mail order house cently offered a color receiver at 595. Additionally, RCA has an-ounced that it will share with other lor-TV receiver makers information ncerning the RCA production pro-sses.

General Electric Co. will enter the lor TV receiver market in the last alf of this year, it was announced y Herbert Riegelman, department eneral manager. Although technical etails of the GE color sets were with-eld, both table and console models ill be marketed, it was reported.

Color sets will be manufactured at lectronics Park in Syracuse, N. Y., here preparation of production lines as been in progress for some time. entative plans call for introduction color receivers together with the mpany's 1957 line of black and hite receivers at the June Furniture arket in Chicago. How many color ts GE will produce this year de-nds entirely on the market, Riegel-an said.

Closed Circuit Firm Expanding

John R. Howland, general sales anager of Dage Television Division, hompson Products, Inc., Michigan ity, Ind., manufacturers of closed rcuit TV equipment, disclosed that ey are expanding sales efforts to in-ude the yet untapped foreign mar-ets. Howland said industrial appli-tions of closed circuit TV in Eu-pe, Africa and South America have ready begun to follow the lead set y American companies.

loover to London

LONDON, April 16.—George oover, Variety Club's International ief barker, is scheduled to visit ondon early next month. He will e entertained privately at luncheon y the crew of the British Tent on lay 3 and will fly to New York mediately thereafter to prepare for e Variety international convention.

et 'Brave One'

Simultaneous world premieres in foreign capitals are being set up r June by RKO for King Bros.' The Brave One." Already set are ondon, Paris and Mexico City. Con-med dates are expected shortly for msterdam, Rome and Madrid.

REVIEWS:

Toy Tiger

Universal

EXHIBITORS WHO MAY feel that they've been giving their patrons an overdose of sex, violence, murder and bloodshed should find "Toy Tiger" a welcome relief. This is the type of fairy tale that Hans Christian Andersen or Grimm might have written if they were banging away at their typewriters today. It's a light, whimsical, pleasing—and at times hilarious—piece of entertainment that is devoid of social problems, international crises or economic significance. It was designed to amuse, period, and it does that very well.

Jeff Chandler, Laraine Day and Tim Hovey are the central characters, although the pivot is young Hovey, that seven-year-old youngster who scored quite a hit in "The Private War of Major Benson."

Miss Day portrays an executive of a New York advertising agency. The staff doesn't know that she is a widow and has a little boy in a boarding school in upstate New York. When Miss Day assigns her art director, Chandler, to locate a certain artist whose work is desired by a client, Chandler has to go to the area in which the boarding school is located. And thereby hangs the story. Young Hovey, never having known a father, has invented some wild tales about his fancied dad whom the lad has described as a big game hunter, much to the envy of his classmates. When the boy is pressed as to the whereabouts of his father by a skeptical student, Hovey makes the mistake of saying that his father is arriving that day. The whole school turns up at the bus station. Hovey, therefore, has to acquire a fictitious dad and he lights on Chandler, who, eventually, goes along with the gag, not knowing that the boy is the son of his boss.

That's the situation. And, as is to be expected, there are complications resulting in the disclosure of the boy's mother's identity, the development of the romance and the happy ending.

The picture is loaded with laughs stemming from situations that are a bit unbelievable, but it doesn't matter. The whole thing was built for wholesome, family entertainment and it achieves its purpose.

In a print by Technicolor, the picture was produced by Howard Christie and directed by Jerry Hopper from a screenplay by Ted Sherdman based on a story by Frederick Kohner and Marcella Burke.

Others in the cast are Cecil Kellaway, Richard Haydn and David Janssen.

Running time, 88 minutes. General classification. For July release.

AL STEEN

Quincannon, Frontier Scout

Bel-Air—United Artists

IT IS ONLY natural to associate Tony Martin with a musical, but his fans will hear nary a note from his melodious voice in this yarn about the expansion of the West. However, action fans should find it to their liking, provided they are not too critical. One of the big selling angles is the camera work and the color by DeLuxe which capture the grandeur and splendor of the Utah desert with vivid realism.

As Quincannon, Martin resigns from the army after the massacre of General Custer and his men, only to return to the service to help the garrison at Fort Smith to recover stolen weapons. Peggy Castle handles the romantic interest capably, but the more convincing roles are enacted by John Bromfield, as an army lieutenant, and John Doucette, as a sergeant, who join Martin in the scouting job.

John Higgins and Don Martin wrote the screenplay which tells of the Indians attacking a wagon train bound for the fort and carrying off 800 repeating rifles. Since it was a secret shipment, the army's under cover work is threatened. Martin, as the scout, is asked to take the job of investigating the matter and recovering the weapons. He and his partners succeed in destroying the weapons before the Indians have a chance to use them and arrest a Fort Smith captain for his part in selling the weapons to the Indians. Martin, as a reward, is reinstated in the Army, promoted to the rank of major and wins the love of Miss Castle.

Produced by Howard W. Koch and directed by Lesley Selander, the picture also features John Smith, Ron Randell, Morris Ankrum, Peter Mamakos and Ed Hashim. Aubrey Schenck was the executive producer. Running time, 83 minutes. General classification. Release date not set.

JACK EDEN

Barry

(*Continued from page* 1)

fornia for television production at the M-G-M studios and that he will make his headquarters here. Barry will report directly to Loew.

Barry, prior to joining the William Morris Agency, was vice-president in charge of radio and television programming for the National Broadcasting Co. Previously, he was in a similar capacity at the American Broadcasting Co. A native of Newton, Mass., he started his career in the advertising department of the Boston "Globe."

TV Interest in WB

(*Continued from page* 1)

in the negotiation state. He stated that the high interest evinced by WGN, Storer Broadcasting Co., Lever Brothers and the big agencies may produce the first actual sales as early as tomorrow.

The lot of 754 pictures has been broken down into 13 groups of 52 pictures each. A sales division comprising 15 top account men will sell national accounts in all key cities. According to present plans, 26 pictures have been allocated for network sale, with an additional 52 pictures earmarked for national sale to large firms. Some deals may also be worked out with national advertisers on a spot basis.

52-Film Packages

Planning not to go into all-or-nothing deals, Rich said sales will be made to stations on the basis of packages of 52 at a time. Calling the market one of greatest flexibility, negotiations, he said, will be carried out according to circumstances, station conditions and the market.

All films will be identified with the Warner Brothers name. Promotional plans call for a kit containing newspaper mats, slides for on-the-air promotion and one-minute trailers.

Air date has been set as July 1, 1956. Six hundred negatives have already been cleared.

As for the "Popeye" series, on which they purchased all merchandising rights last Thursday, Rich said information on all shorts will be forthcoming in New York next week.

'Carousel' London Premiere Set for TV

LONDON, April 16.—"Carousel" is to have a gala premiere at 20th Century-Fox's Carlton Theatre here tomorrow. Fox officials claim that it will be the "first, true, full-scale television premiere ever mounted by a film company." It is the first occasion, they say, when a film company has planned its premiere in conjunction with BBC's Television Service and to fit into the latter's program.

The proceedings will be filmed by the BBC and broadcast later in the evening, with excerpts from the film and an interview with Shirley Jones, who is flying in from New York specially for the occasion.

PEOPLE

Peter G. Perakos Sr., president, Perakos Theatres Associates, New Britain, Conn., circuit, will be guest of honor at the New Britain Press Club's "Man of the Year Awards" dinner, set for the Hedges Restaurant, on Hartford-New Britain Road, May 10 at 7 p.m.

¤

Dennis J. Rich, manager of the Stanley Warner Cameo, Bristol, Conn., has resumed his duties, following recuperation from a heart attack.

¤

Albert R. Lessow has resigned as assistant manager of Loew's Poli, Bridgeport, Conn. He is succeeded by **Alfred Domian,** formerly at Loew's College, New Haven.

¤

Ben Simon, retired 20th-Fox New Haven branch manager, has moved to California.

¤

Al Margolian, RKO field publicity man, is shifting his headquarters from Buffalo to Cleveland as a more central point from which to cover the Cleveland, Cincinnati, Detroit, Buffalo and Toronto exchange areas.

U.K. Quota Act Criticized

(*Continued from page* 1)

help, in any event, to shape his views with regard to the regulations which have developed over the years pertaining to the industry's operations.

The logicians in Cinematograph Exhibitor Association's Scottish branch, for example, ask aboltion of both Quota and Eady levy. In a memorandum the Scotsmen say:

"After all, protection of the British film production interest has now been in existence for approaching 30 years. Constant protection does not make for a healthy British production industry. The reason for the introduction of Quota was to allow the industry time to get on its feet.

"The producers must use the present period of protection in preparing for the eventuality of abolition of Quota and Levy and to stand on their own feet."

Seek Aid for Independents

In common with other branches, the Scotsmen press for a Governmental regulation removing the anomaly under which independents are unable to book the choicer British films, which were part financed out of the levy on their own box-offices.

They also want the Government to investigate production costs "with particular reference to the additional cost entailed by restrictive practice in the studios."

Other interests advocate the restoration of the so-called renters' quota, although that device was generally regarded as unworkable and unnecessary when it was in operation some years ago. Probably the thorniest and most debated matter among all sections is the growing volume of films made here by American interests. Exhibitors gladly welcome them, for the outcome thereof is a steady flow of pictures made presumably by men with the know-how. But local producers complain that their share in Eady proceeds is diminished thereby. It's an admittedly vexed and difficult problem, but Americans should be prepared for a vigorous assault on the practice whereby they share in Governmental largesse.

Irving Allen to Continue

Significantly, Irving Allen—regarded generally as the most successful American operator this side—went on record recently with the sentiment that he didn't want Eady money and would go on making pictures here whether or not.

The presidents and secretaries had a private get-together today for an exchange of their several views. Next, the various documents will be handed to Kingsley. That will not be the end of the matter, for in addition to correlating the several views submitted to him the NFFC chief will

House Passes

(*Continued from page* 1)

ernment thought the merger illeg
it could go to court during the
days and get a preliminary injur
tion to block the merger, pending
final determination.

The firms would have to supp
immediately certain basic informati
about their activities, and would ha
to supply within 30 days of the d
mand any additional informati
sought by the government. The
would be a $5,000 to $50,000 fine f
failure to notify the government
supply the additional information.

The Administration backs the b
and the measure passed the Hou
today with less than 30 minutes d
bate and with no opposition expresse

Pennington to Milw. As Para. Manager

MILWAUKEE, April 16.—Wa
Pennington of San Francisco will b
come branch manager of the Par
mount exchange here. He will r
place Irving Werthamer who will l
leaving Milwaukee early in Ma

Trade. The suggestion is that Th
neycroft spend the Parliamentary su
mer recess milling over the matte
He is understood to contemplate ma
ing a definitive policy statement
the Commons immediately the Hou
reassembles in the autumn.



20th ANNUAL VARIETY CLUB INT'L CONVENTION

WALDORF-ASTORIA — MAY 9-12

REGISTRATION FEES
BARKERS $45.
WIVES 35.

sponsored by TENT #35, N. Y.

For reservations write to:
MARTIN LEVINE
Convention Chairman
229 West 42 St., N. Y. C.

EVIEWS:

overs and Lollipops

rans-Lux Pictures

HE PROBLEMS of adult courtship and ntics of an undisciplined, seven-ear-old girl in disrupting a love af-air are presented successfully in this omedy that is a sequel to "Little ugitive" but with the female ap-roach. Spire Productions, which lmed "Fugitive," produced this film or release by Trans-Lux Pictures orp.

Young Cathy Dunn, as the little irl who parallels "Peck's Bad Boy," the central character, going about er "delinquent" ways to the chagrin f Gerald O'Loughlin who is court-ng Lori March, mother of the young-er. A moving but simple story by orris Engle and Ruth Orkin, who lso produced and directed, the com-dy treats of the perplexing problems f O'Loughlin as he methodically oos Miss March, a widow. What ccess he attains with her are offset y Cathy who realistically displays e pest-like antics a child might per-orm at that age, especially when omeone new apparently is going to nter the family.

Cathy eventually is the cause of a ght between the lovers but they ome to their senses in time to realize eir loneliness for each other and re re-united.

The pace is leisurely, concentrating n human emotions and sentiment ather than suspense or drama. Filmed n New York, its locale treatment is omparable to that of "Little Fugi-ve." Dick Vorisek's music blends ell with the story.

Running time, 80 minutes. General lassification. For April release.

J. E.

Walk the Dark Street

ssociated Artists—Dominant

HIS MELODRAMA involving murder nd starring Chuck Connors and Don oss slows down to a leisurely walk, ffsetting suspense which might therwise bolster the film. As a re-ult, "Walk the Dark Street" loses uch of its mystery, suspense and otential audience following.

Both Connors and Ross offer nusual performances and offer as uch credibility as would be possible nder the circumstances. The tech-ical reins were handled by Wyott rdung, who produced, directed and rote the story.

The complex plot finds Connors as big game hunter sidelined by a bad eart, and Ross as an ex-Army lieu-enant from Korea. The murder ele-ent broadens when Connors believ-ig that Ross was responsible for the eath of Connors' brother while serv-ig in Korea, envisions the killing of oss. The plan expands when Ross omes to Connors to pay his respects nd Connors subsequently invites him a a hunting mission: hunting each ther down with camera guns in a iven area. Ross accepts but is ig-orant of the fact that Connors' cam-era gun holds a bullet rather than a roll of film.

After more complex events that include mild romance, Connors gives in to his bad heart, while Ross settles down with Regina Gleason, one of the girls cast in the film.

Tom Michaels and Richard Bernstein assisted Ordung as associate producers.

Running time, 74 minutes. General classification. For April release.

Conn. House Sets Up Student Club Plan

Special to THE DAILY

WINSTED, Conn., Apr. 16. — Mrs. Hazel Florian of Lockwood & Gordon's Strand Theatre has started a Strand Student Club, providing reduced admissions for teen-age high school students.

Mrs. Florian, in an effort to encourage additional attendance by 12-to-18 year-old bracket, is issuing wallet-sized identification cards for a service charge of 50 cents. This entitles the bearer to special admission price: 35 cents, matinees, and 40 cents, evenings and Sundays, as compared to adult charge of 50 cents, matinees, evenings and Sundays.

A special show is planned for all card holders, with admission free. Other benefits are also scheduled.

Disney Trailer Plugs UCP Fund Drive

Walt Disney and a seven-year-old cerebral palsied boy are the stars of the new 1956 motion picture appeal trailer to be used in connection with the United Cerebral Palsy seventh annual campaign during May, it was announced by Leonard H. Goldenson, UCP board chairman and president of American Broadcasting-Paramount Theatres, Inc.

The three-minute trailer, "A Message from Walt Disney," was produced in the Walt Disney Studios and features little Jackie Martin of Los Angeles, one of United Cerebral Palsy's three 1956 poster children.

United Cerebral Palsy will participate in the National Association of Radio and Television Broadcasters annual convention in Chicago this week with an exhibit booth.

Chi. Tower Owners Seek an Operator

CHICAGO, April 16. — The Tower may soon reopen if the Tower Building Corp., owners of the building in which the theatre is housed, can interest a buyer in the complete property, or if it can get some well qualified person to operate it as a motion picture theatre.

Balaban & Katz, whose lease on the theatre portion of the building expired on March 31, shut down the Tower about three years ago. In accordance with the terms of the lease, B&K continuously maintained it, thus eliminating the necessity for extensive remodeling.

S. America to Spur Mexican Production

MEXICO CITY, April 16.—A sharp increase in the number of Central and South American productions to be filmed in Mexico has been predicted by the National Producers Association here, following a ban imposed on Mexican film technicians working in those countries.

Noting that some producers have inquired into costs and other financial data for future filming in Mexico, the association said a large share of the future film expenditures will come from Brazilian and Venezuelan producers, the hardest hit by the ban.

Bolivar to Start

Bolivar Films of Venezuela has indicated it will be the first to start production in Mexico, using Mexican technicians and some local theatrical personnel.

Mexican producers working in Central and South America prompted those countries to ban the importing of Mexican technicians because of "dangerous competition" to native technicians.

Buffalo Erlanger Stock on Market

BUFFALO, April 16.—Foundation Theatre, which will operate the local Erlanger legitimate house, starting July 1, has put 5,000 shares of non-voting stock on sale here. "Stock subscriptions in excess of $75 per person are respectfully declined," says part of an ad carried in the local press. Incorporation papers have been signed by Peter G. Becker, who will manage the Erlanger; William R. Raikin, general counsel, and Mrs. Harvey M. Rice, director. They will hold the 100 voting shares in the non-profit foundation.

Money from selling non-voting shares at $75 a share will go into a fund for guarantees to producers of plays and musical comedies and for improving the Erlanger, Becker said.

Organization of the foundation began when Dipson Theatres of Batavia, N. Y., sold the Erlanger to Ike Gordon of Rochester, who planned to raze it for a parking lot.

Koken Is Convention Chairman for P.C.A.

Lee Koken, of RKO Theatres here, has been named general chairman for the convention of the Popcorn and Concessions Association, which will be held in New York, Sept. 20-24, in combination with the annual conclave of Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association and Theatre Equipment Dealers Association.

Lester Grand, of Confection Cabinet Corp., Chicago, will be exhibit chairman of P.C.A. Melvin B. Rapp, of APCO, Inc., New York, will head the entertainment committee, and will be assisted by Kenneth H. Wells, of Theatre Confections, Ltd., Toronto.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE W. J. Ruscoe Company, Akron, Ohio, has a new paint for drive-in theatre screens. It is called "Perma-Brite." The new paint has a rubber base and can be either sprayed on or brushed. It comes in five-gallon drums. A free sample of a half-pint is available to exhibitors writing the company on their letterheads.

•

To control insects at drive-ins there is a new device developed by the Detjen Corporation, Pleasant Valley, N. Y. It is a combination "garden lantern" and insect electrocutor. Flying insects are electrically destroyed as they try to reach the source of light. Conventional light bulbs may be used although a daylight blue lamp is recommended by the manufacturer.

•

John C. Dexter, formerly folding chair product manager for American Seating Company, Grand Rapids, Mich., has been promoted to the newly-created position of Sales Promotion Manager, according to James M. VerMeulen, vice-president of the company. Mr. Dexter has been with American since July, 1950.

•

For carrying refreshments to cars at drive-in theatres, the Keyes Fibre Company of Waterville, Me., has a new disposable tray of molded pulp. It has four cup compartments and "ample" space for sandwiches and other foods. The tray is water-proof, grease-resistant and has a non-skid surface. It is trade-named the "Carry-Out Tray."

•

The Pepsi-Cola Company reports that its earnings and gross profits on sales reached a new high in 1955.

•

The "Super Yardbird Streamliner" is the name of a new kiddie ride for drive-in playgrounds. It consists of a motor-driven, pint-size train complete with track, crossings and switch turnouts. The ride is made by the Charles William Doepke Manufacturing Company, Rossmoyne, Ohio. It is available in both gasoline and electric operated units.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 75 NEW YORK, U. S. A., WEDNESDAY, APRIL 18, 1956 TEN CENTS

lan Roadshow

ndicate Some -Wall Deals or 'Ten' Bow

late Openings in Six ities for Nov., Dec.

Four-wall deals for "The Ten mmandments" reportedly have en set for some opening engage- nts, a number of circuit officials dicated yesterday, as Paramount an- nced that the Cecil B. DeMille oduction will open in six cities dur- November and December.

Paramount's setting a road-show, -a-day policy was mentioned by circuit executive, while Para- unt president Barney Balaban had

(*Continued on page* 3)

rnswalder Named ox N. Y. Manager

Alex M. Arnswalder has been ned manager of 20th Century-Fox's w York ex- nge, suc- eding Abe kstein, who s appointed terday to the antic district nagership, it announced Alex Harri- , general s manager. ow assistant nager of the w York ex- nge, Arns- der will assume direction of the



Alex Arnswalder

(*Continued on page* 2)

ll Page Ads for wan' in Key Cities

-M is using full page newspaper ertisements on the Sundays pre- ng the openings of "The Swan" ach city. The copy in each news- er in a single city is different, but slant is toward Grace Kelly. In e cities it was said that this was first time that full-pages had been l to herald a picture's opening.

SSBC Hitting Snag On Distributors' Date

From THE DAILY Bureau

WASHINGTON, April 17.—The Senate Small Business subcommittee hopes to know by the end of the week when it will hear distributor witnesses. The committee had tried to set up the distribution testimony for the week of April 30, but distributor officials claimed they wouldn't be ready before the week of May 14. The problem now is to try to fit something that week in with the other commitments of subcommittee chairman Humphrey (D., Minn.).

Nemec Leaves SMPTE Post

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, has announced that he has resigned, effective on June 15, and that he will establish a management consulting service, with headquarters in the East, to specialize in work on problems of corporate structure, cost analysis, market

(*Continued on page* 2)

UK Theatres Barely Reach Quota Figure On First Features

From THE DAILY Bureau

WASHINGTON, April 17. — Commerce Department film chief Nathan D. Golden said British films accounted for 29.4 per cent of the first features shown in British theatres during the year ending last Sept. 30 and for 31.2 per cent of the supporting programs.

The Cinematograph Films Act provides that 30 per cent of the first feature films and 25 per cent of the supporting films must be British. However, exceptions for relief cases actually dropped the quota requirements to 25.3 per cent for first features and 23.8 per cent for supporting programs.

Golden said the three major British

(*Continued on page* 2)

Johnson Seeks End Of Danish Impasse

A new effort to end the Danish impasse will be made by Griffith Johnson, vice-president of Motion Picture Export Association, now in Europe, it was learned here.

Johnson, currently touring Scandi-

(*Continued on page* 2)

O'Neil Tells Poor Richard Club

Success of One Medium Stimulates Another to Benefit of the Public

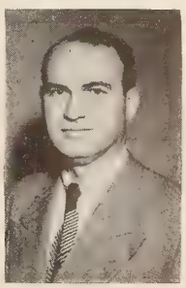
Special to THE DAILY

PHILADELPHIA, April 17.—Confidence in the vitality of all entertainment media was expressed here today by Thomas F. O'Neil, chairman of the board of RKO Radio Pictures, who, in accepting the annual Poor Richard Award, told the members and guests of the club that the continued interest and investment in all forms by his company "will mean more entertainment for everybody."

O'Neil, in his address before the Poor Richard Club annual dinner meeting here, recounted the technical advances in the entertainment industry.

O'Neil's speech was titled "Technology: The New Creative Force in Entertainment."

In accepting the silver medal and citation of the award, the RKO Radio board chairman stated that "in entertainment, as in other businesses, I think we can prove that the success of one medium tends to stimulate the efforts of another, tends to make all media stronger and better—and all to the advantage of the public. I refuse to believe that the development of any good and worthwhile thing is done at the expense of another good and worthwhile thing. My confidence



Thomas F. O'Neil

(*Continued on page* 2)

Optimistic Forecast

SamRosenSays Future Hinges On Film Flow

Tempers Viewpoint by Citing 'Rugged Period'

By MURRAY HOROWITZ

Based on releases promised by distribution, the future looks good for the motion picture theatre box-office, Samuel Rosen, executive vice-president of Stanley Warner, said here yesterday.



Samuel Rosen

Rosen tempered his optimism by underscoring the transition stage the industry currently is undergoing, citing the competitive factor of TV, and adding that until the various factors resolve themselves it will be a "rugged period" for the industry. He stressed, however, that he was very optimistic about the motion picture business and the future of the motion picture theatre.

The key problem, according to Rosen, remains the need for good, acceptable product, and the continuous

(*Continued on page* 2)

Tax Relief Fight Lost in Britain

From THE DAILY Bureau

LONDON, April 17. — Hopes of the British industry for a reduction in the entertainment tax were shattered today when the Chancellor of the Exchequer presented the Government's new Budget to Commons for the next fiscal year without provision being made therein for a decrease in the tax.

Because of a decline in attendance and increasing competition from television, the trade had made a strong bid in recent months for some measure of tax relief. The new Budget means the tax will remain unchanged for another year at least.

PERSONAL MENTION

WILLIAM C. GEHRING, 20th Century-Fox vice-president, is in Washington from New York.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, will arrive in Washington today from Charlotte and will return to New York on Friday.

•

MILTON COHEN, who resigned recently as production manager for ATV Film Prods., has left here for a vacation in the Bahamas.

•

JESSE CHINICH, Western division manager of Buena Vista, has left here for St. Louis, Omaha and Salt Lake City.

•

SANFORD W. WEINER, general sales manager for Continental Distributing, will leave here today for Philadelphia.

•

HARRY H. GOLDSTEIN, Allied Artists exploitation manager, is in Detroit today from New York.

•

ARTHUR HORNBLOW, JR., left New York last night for London via B.O.A.C.

•

HELEN ROSE, M-G-M gown designer, has returned to Hollywood from New York.

•

RICHARD YOUNG, 20th Century-Fox booker in Albany, N. Y., is the father of a son born there to MRS. YOUNG.

•

MILTON DUREAU of Masterpiece Pictures wil leave New York today for New Orleans.

•

ELIA KAZAN has arrived in Hollywood from New York.

Johnson Seeks

(*Continued from page* 1)

navia, is due in Copenhagen shortly, where he will confer with Danish officials. As a result of the current disagreement, mainly centered around the issue of film rentals for U.S. films, there have been no American films entering the Danish market for nearly a year.

Olevsky Named Hall Chief Projectionist

Benjamin Olevsky has been named chief projectionist of Radio City Music Hall by Russell V. Downing, president. Olevsky succeeds the late Charles Muller, who held the post from the theatre's opening until his death on April 6.

Thomas O'Neil Honored

(*Continued from page* 1)

in the vitality of all these media of entertainment is borne out by our company's continuing interest and investment in them all—in an ambitious future production schedule at RKO Radio Pictures, as well as in radio, television, and most recently, phonograph recording facilities."

'More Entertainment' His Goal

Continuing, O'Neil, who is also president and board chairman of RKO Teleradio, said that "we believe that the integration of these many areas of entertainment means more entertainment for everybody. Partly because the maximum part of the production dollar will go into the product itself. Partly because this healthy cross-fertilization will tend to keep each group alert, flexible and lively."

O'Neil cited the progress of the various segments of the entertainment field—radio, television, theatre, opera, concert, records, hi-fi, motion pictures —and the part played in the progress by technological developments. He said that "we see motion pictures rolling up multi-million dollar grosses —last year's worldwide figure was up $35 million over the total for the year before."

O'Neil stated that in motion pictures, technology has provided the greatly improved color, the wide screen and far richer sound. It's even helped solve the baby-sitter problem by providing drive-ins to the whopping extent of 25 per cent of the domestic gross."

Cites Two Salient Factors

The RKO Radio Pictures executive said that there are two principal reasons for all this. "In the first place, technological discovery made available to millions of people the talents of many who performed for the privileged few. And, thereafter, technology made possible improvements in these media when they were presumably being threatened by each new one that came along. The second reason is that of the increase in leisure time which the public is afforded through technological advances which tend toward increasing production and decreasing the work day."

Arnswalder Named

(*Continued from page* 1)

office in the latest in a number of elevations from within-the-ranks to be announced this week by the general sales manager. As Atlantic district head, Dickstein will supervise the New York, Philadelphia, Washington and Pittsburgh branches.

Arnswalder has held the post of New York assistant manager since 1949. He joined the 20th Century-Fox field organization in 1947 as assistant to the branch manager. The following year he became Greater New York salesman. In April, 1949, he was promoted to booking supervisor, holding that position until his appointment to the assistant branch managership.

SSBC Poll Refusal Unfortunate: Brandt

The refusal by the Senate Small Business subcommittte to poll the nation's exhibitors on motion picture industry trade practices is "unfortunate," according to Harry Brandt, president of the Independent Theatre Owners Association of New York.

Brandt, who was the first exhibition leader to urge committee chairman Sen. Humphrey (D., Minn.) to launch such a survey, yesterday stated that "it is unfortunate that the committee turned down requests to poll U. S. theatremen. The Senate group could secure responses much quicker by its poll than if a national exhibitor organization polled its membership."

K.C.'s RKO Missouri May Get Cinerama

KANSAS CITY, April 17. — In a move regarded in local motion picture circles as a preliminary to the announcement that the RKO Missouri theatre here will become the Kansas City showplace for Cinerama, Russ Stephens today was relieved as manager of the large downtown house.

Stephens, who took over as manager of the Missouri the latter part of February, will return to his former job of manager of the RKO Orpheum in St. Paul.

Although no definite word has been forthcoming, rumors have been prevalent for sometime in Kansas City that the Missouri has been selected by officials of the Cinerama organization as the theatre in which to show the company's releases here.

Ryan Named Casting Head for Whitney

HOLLYWOOD, April 17. — Appointment of James Ryan, former 20th Century-Fox casting executive, to the post of casting director for C. V. Whitney Pictures, Inc., was announced here today by president Whitney.

Wis. Allied Convention

MILWAUKEE, April 16. — Allied Independent Theatre Owners of Wisconsin has scheduled June 12, 13 and 14 as the dates for its annual convention.

Rosen Says

(*Continued from page* 1)

flow of such product. In stressin that problem, he said he was in com plete accord with Leonard Goldenso president of American Broadcastin Paramount Theatres. Rosen said th theatre business in the SW Circuit f the last quarter was up, compared the previous quarter, exclusive SW's Cinerama and International L tex operations.

Rosen, now busily engaged launching "The Seven Wonders the World" in various Cinerama the tres in the U. S., called business e cellent at the Warner Theatre he since the picture opened a week ag He will go to Pittsburgh on Thursd for the opening there of the ne Cinerama picture. Other openin are slated in Philadelphia, Tuesda St. Louis, April 26; Dallas, May and Cincinnati, June 7.

Nemec Resigns

(*Continued from page* 1)

studies, and the like, as a service the motion picture and television i dustries.

Joining the Society in 1946, aft service in the Signal Corps, Nem served for one and a half years engineering secretary assigned modernize the Society's standardi tion procedures. In 1947 he was vated to the position of executi secretary.

Nemec is international secretary motion pictures of the Internatio Standardization Organization, which capacity he participated in standardization conference in Sto holm last June.

UK Theatres' Quota

(*Continued from page* 1)

circuits, which are not eligible quota relief, exceeded their qu for both types of films. A total 529 exhibitors failed to achieve quota for first features and 642 fa on supporting programs, he stat Many exhibitors complained, Gol declared, that there weren't eno new British films to enable them meet their quotas and that co quently they weren't going to s old films.

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-Wall Deals

(*Continued from page* 1)

ld MOTION PICTURE DAILY on arch 19 that four-wall deals would e made for initial engagements of The Ten Commandments." Paraount, however, did not disclose the ature of the deals in the six cities esterday.

The Paramount statement, issued Charles Boasberg, supervisor of les for "Ten Commandments," said e following theatres had been lected: the 1,671-seat Criterion in ew York, the 1,855-seat RKO eith's Theatre, Washington, D. C., e 1,350-seat Loew's Ohio, Cleveand; the 1,350-seat Astor, Boston; e 1,612-seat Warner Beverly Theae, Beverly Hills, for November penings, and the 1,600-seat New heatre, Baltimore, where it will pen in December. Those situations st suited for long runs received speal emphasis in the selection, it was ated. The schedule of openings is eing arranged so that DeMille and ars of the film may attend.

Two-a-Day Planned

A Criterion executive stated that Ten Commandments" will be shown advanced admissions on a two-aay policy. He added that although e admission policy has not been set yet, the range will be similar to at charged for "Oklahoma!" and even Wonders of the World," both vo-a-day advanced admission enagements. He saw a top of about 3.50. The Criterion executive deined comment on the nature of the eatre's deal with Paramount.

Boasberg, in his statement, said in der to complete the national disibution pattern, several other houses e under consideration for early penings, and will be announced ortly. London and Canadian opengs will be set within the next two eeks, Boasberg added.

amilton on 3-City our for DeMille

Maxwell Hamilton, executive assisnt to Cecil B. DeMille and co-ordiator of plans for "The Ten Comandments," will go to Washington morrow to attend the D.A.R. conention and accept its 1955 Citation r Paramount's "Strategic Air Comand."

Hamilton will then go to St. Louis here he will address the National ederation of Motion Picture Counls on Friday.

Hamilton will go to Hollywood on aturday to confer with DeMille, Y. rank Freeman and Jerome Pickman.

wick, Upstate N. Y. Manager, Dies

ALBANY, April 17.—Funeral servces were held at his Broadalbin home r Cliff Swick, veteran theatre manger, who died in Amsterdam Hospil of a stroke. He was 56.

Swick was readying the Vail Mills rive-in at Vail Mills, near Gloverslle, for another season of operation Harry Lamont, of Albany, when ricken.

Defends Distributors

Shupert Asks More Cooperation Between TV Packagers, Stations

From THE DAILY Bureau

CHICAGO, April 17.—George T. Shupert, president of ABC Film Syndication, in talking here today to members of TV, Inc., urged closer cooperation between the packager and the station operator.

In cautioning station operators to stop criticizing all film distributors for the failure "of a few" to adhere to their rate cards, he declared, "I wish there were some way to police our industry so that price problems wouldn't arise, but there isn't. I do ask you to realize that in all the years since broadcasting began, broadcasters haven't been able to entirely eliminate such practices among themselves. Therefore, don't be too hard on your young industry."

Shupert suggested that broadcasters make a greater effort to return prints promptly, in good condition.

Shupert also expressed the hope that "some way could be found to enable syndicators to supply films to even the smallest markets at a price they can afford to pay."

$3,360,000 Asked in 3 N.J. Trust Suits

Three anti-trust suits seeking damages totalling $3,360,000 were filed in New York Federal Court yesterday by Harry Pimstein, attorney, for three New Jersey clients. Discrimination in favor of circuit theatres, price-fixing and refusal to negotiate in good faith for first and second runs are charged in the actions. The major distributors, plus Smith Management Corp., American Broadcasting-Paramount Theatres, Stanley Warner and other exhibition groups were named in the suits.

The plaintiffs are Kearuth Theatre Corp., operating the Rivoli Theatre, Rutherford; Arlthe, Inc., operating the Lincoln in Arlington-Kearney, and the S.M.P. Theatre Corp., which formerly operated the Cameo in Newark. Damages asked by each company are $1,620,000, $840,000 and $900,000, respectively.

Col. to Celebrate 25 Years in Cuba

Columbia Pictures will celebrate its 25th anniversary of doing business in Cuba on Friday with a "Picnic" party for exhibitors. The affair, taking its theme from Columbia's current release, will be held in a local suburb.

Heading the Columbia delegation will be Jack Cohn, executive vice president of Columbia; Lacy W. Kastner, president of Columbia International; Sigwart Kusiel, vice president of Columbia International, and Lawrence Lipskin, public relations assistant to Kastner.

Cole Named UM&M General Sales Mgr.

Charles M. Amory, president of UM&M TV Corp., has announced the appointment of John J. Cole as general sales manager of the organization.

Cole, who will operate out of UM&M's headquarters in New York City, was Western sales manager for Guild Films during the past year.

Yugoslavians Prefer French-Made Films

WASHINGTON, April 17. — More U.S. films were shown in Yugoslavia during the first nine months of last year than those of any other country, but French films outdrew the U.S. offerings, Commerce Department film chief Nathan D. Golden reported.

He said the U.S. contributed 189 films during the period, compared with 58 from Britain, 49 from France and 43 from Yugoslavia. However, he added, the average attendance for U. S. films was only 18,700 compared with 28,000 for the French features.

Three Pictures in 'B' As Legion Reviews 13

Three films have been placed in Class B in the latest listing of the National Legion of Decency, which, in reviewing a total of 13 pictures, rated six as Class A, Section 2, and four as Class A, Section 1.

The three productions in Class B are "The Birds and the Bees," "The Come On" and "A Kiss Before Dying."

In Class A, Section 2, are "The Evil Forest," "The Gamma People," "The Man in the Gray Flannel Suit," "Shadow of Fear," "Star in the Dust" and "The Way Out."

The four films rated as Class A, Section 1, are "Alexander the Great," "The Ballet of Romeo and Juliet," "Outside the Law" and "The Swan."

New London Films Company Registered

LONDON, April 17. — Speculation has arisen here in regard to the announcement of the registration of a new company under the name of "London Films (Piccadilly) Ltd." and with a capital of £100.

It is stated that the formation of the company was undertaken "purely as a precautionary measure following the death of Sir Alexander Korda." The late Sir Alexander was chairman of London Film Productions, Ltd.

Report by Golden

Swiss Imports Of U.S. Films Drop Slightly

From THE DAILY Bureau

WASHINGTON, April 17. — The proportion of Swiss film imports accounted for by U.S. films dropped slightly, from 40 per cent to 37 per cent, from 1954 to 1955, according to a report by the Commerce Department.

Film chief Nathan D. Golden said that during 1954, the U.S. accounted for 185 of the 453 feature films shown in Switzerland, and in 1955 accounted for 194 out of 513. Last year, the French supplied 82, the Germans 94, the Italians 75, the British 33, and other countries the rest. Golden said the Swiss estimate that the U.S. occupies about 65 per cent of Swiss screen time.

Fall River Rezoning Creates Controversy

FALL RIVER, Mass., April 17.—A decision on the petition of Norman Zalkind, local exhibitor, and Hyman E. Lepes, real estate owner, to change the city's zoning law to permit construction of a drive-in and supermarket on vacant land is expected from the City Council this week.

Both parties in their appeal told the council that only $200 annually is realized in taxes from the "dump site" while construction of a theatre and supermarket would increase the revenue to an estimated $10,000. Opposition to the move has been voiced to date by Yamins Enterprises which operates five drive-ins in the neighboring Fall River area.

An attorney for the Yamins firm charged the section was originally zoned residential and there is no justification to reclassify it to commercial on the basis of the petition.

PEOPLE

P. J. Bucheri, manager, Hartford Theatre Circuit's Lyric, Hartford, has resigned to join Stanley Warner Management Corp. His replacement is **Michael Carr,** most recently with E. M. Loew's Theatres.

Frank Lowery, formerly with the Atlanta branch of Columbia Pictures as sales representative, has joined the Capital Releasing Corp. as its Florida sales representative.

Jack Renfro, owner of the Theatre Booking Service in Omaha, is recuperating at home following surgery.



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Truly All-Star



BETTE DAVIS
A brilliant triumph



ERNEST BORGNINE
Academy Award star terrific



DEBBIE REYNOLDS
Her greatest performance



BARRY FITZGERALD
At his funniest

M-G-M's "THE CATERED AFFAIR" previewed at Loew's Lexington, N. Y. last week got audience rating equal to "Blackboard Jungle." Star-bright with great performances, including another fine role for the Academy Award winning star of "Marty." Headed for fame and fortune.

M-G-M presents "THE CATERED AFFAIR" starring BETTE DAVIS • ERNEST BORGNINE • DEBBIE REYNOLDS • BARRY FITZGERALD • Screen Play by Gore Vidal • From a Play by Paddy Chayefsky • Directed by Richard Brooks Produced by Sam Zimbalist.

★

M-G-M! THE TALK OF THE INDUSTRY!

Jurisdiction of SAG Over Electronicam System Is Upheld

An arbitration panel has upheld the jurisdiction of the Screen Actors Guild over the Du Mont Electronicam Film System in a decision which denied the claim of jurisdiction by the American Federation of Television and Radio Artists.

The decision declared "null and void and of no force or effect" a letter making the AFTRA claim which was circulated last fall among motion picture producers and advertising agencies. The panel ruled in effect that the Electronicam is an improved means of motion picture production.

The decision upheld the position of Allen B. Du Mont Laboratories, Inc., and the Screen Actors Guild in regard to the equipment which combines the advantages of electronic control with standard motion picture cameras.

Bill Finkel Retires, 41 Years in Pitts.

PITTSBURGH, April 17.—Bill Finkel, veteran theatre owner locally and an official of Allied Motion Picture Theatre Owners of Western Pennsylvania, has announced his retirement after 41 years in local show business.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

PRESIDENT EISENHOWER will deliver a talk on foreign policy in a live CBSimulcast next Saturday, 10:00-10:30 P.M., EST, when he addresses the annual convention of the American Society of Newspaper Editors in Washington. . . . C. R. Fine and E. O. Wilschke, prexy and veep, respectively, of Fine Sound, Inc., will launch their new baby, Opti-Mag, at the SMPTE conclave here starting April 30. . . . Kenny (Senator Claghorn) Delmar will star in next Wednesday's "Kraft Television Theatre's presentation of O. Henry's comedy, "The Gentle Grafter," a story just made to order for the fast-talking, incorrigible loudmouth which Kenny made famous on the late Fred Allen's radio shows. . . . The SMPTE's 79th semi-annual convention, April 30-May 4, at the Hotel Statler in New York will be attended by over 1,000 members. A special showing of the Todd-AO production, "Oklahoma," will be held at the Rivoli Theatre Tuesday, May 1, at 9:00 ayem with Dr. Walter Zigmund, ass't director of research for the American Optical Co., describing the Todd-AO process.

☆ ☆ ☆

Latest Trendex shows a clean CBSweep with "The $64,000 Question" in the top spot, followed by "I Love Lucy," "Ed Sullivan Show" and "Person to Person," in that order. Incidentally. Sonny Fox's style, delivery and mannerisms on the "$64,000 Challenge" is so very much like Hal March (is that bad?). . . . "Audipage," a new receiving set device, weighing one ounce and about the size of a cigaret lighter, developed by the Philco Corp., will be introduced jointly by the Philco Corp. and ABC at the NARTB conclave in Chicago this week. . . . Producer Robert Montgomery and associate producer Joseph W. Bailey may each take a well-deserved bow for a simple yet beautifully-unfolded story of a genius, "Portrait of a Man," dealing with the life of the late Professor Albert Einstein, presented Monday TVia NBC. The teleplay was penned by William Kendall Clarke and the charm, dignity and scholarly bearing of the great scientist was high-lighted by the almost-measured cadence of the narrator's (R. Montgomery) sympathetic understanding of his subject.



Hal March

☆ ☆ ☆

Back in 1930, as an ace cameraman at Paramount's Astoria Studios, Frank Zucker dreamed of forming his own firm and in 1937 started the Camera Equipment Co. housed in a tiny cubicle on 7th Ave. Early this month, the company, now one of the finest equipped sales, service and repair firms in the camera field, moved into its new quarters at 315 W. 43rd St. in N.Y.C., and with a staff of 81 men and women, is the fulfilment of Frank's dream. This counterpart of a Horatio Alger hero is deservedly one of the most popular figures in the M.P.-TV Industry. . . . Henry Schmerzler, president of Publicity Corporation of America, has just announced the appointment of William Mogle as veep in charge of client relations. We've known Bill Mogle ever since he arrived in Gotham about 12 years ago from Chicago where he headed his own radio and film production firm. He also wrote scripts and continuity for numerous radio programs, including the Paul Whiteman Show, and these lines are merely our way of offering congrats to both. . . . The MCA research department has estimated that about 100 automobile dealers, during the past two years, have used MCA-TV films to advertise their products, which include virtually every major make of car. . . . A new ABCountry series, "The Eddy Arnold Show," will bow into the TV orbit, starting next Thursday, when the Victor recording star starts a weekly musical show, live from KYTV in Springfield, Mo.

☆ ☆ ☆

Steve Allen's initial appearance as a columnist (at the age of 34, he's a TV, radio and motion picture star, has cleffed over 100 songs, is the author of a book of poems to be published in the fall by Henry Holt; is the author of two books, "Bop Fables" and "Fourteen for Tonight" and has already recorded seven albums in addition to fourteen 'single' platters) takes place in the May issue of "Cosmopolitan" magazine. . . . Comes the time of year when birds and ball players come north, so your reporter goes south for a fortnight's vacation. We're happy that two friends, Perry Como and Garry Moore, will write guest columns which will appear in this space April 25 and May 2, respectively.

National Pre-Selling

"THIS spring while ringside rack teers are being exposed by i vestigations from New York to Ca fornia, another wallop at boxing delivered in a gripping Columbia fil 'The Harder They Fall'," repo "Life's" reviewer in the April 16 sue. "Based on Budd Schulberg's no el and directed by Mark Robson, t movie sticks close to the fa of Primo Carnera's phony build- through a series of fixed fights i a heavyweight champion 23 ye ago." "Life" devotes the larger p of four pages to the review.

•

"Meet Me in Las Vegas" has be selected by "Redbook" as the Silv Cup Award Winner for May.

•

Louis Berg, "This Week" movie e itor, said in the April 15 issue: stood by the banks of a rushing ri in East Africa and watched wh hunters blast crocodiles out of the w ter with their highpowered rifles— that Janet Leigh, star of 'Safa could swim in it with a fair degr of safety. They killed four while was watching. And I thought to m self that I wouldn't do what Jan was doing for a living, not for all h money." A candid camera shot Janet Leigh was used on the co cover of the issue.

•

"Touch and Go" has been select as the picture of the month for M by Ed Miller of "Seventeen."

•

The first of a two-part story Grace Kelly, star of "The Swan" a "High Society," written by Mauri Zolotow, appeared in the April issue of "American Weekly."

The title of the article which a pears on the front cover with a co photo of Grace is "Grace Kelly's B gest Game." There is also a ph taken on a production set of "Hi Society" showing Bing Crosby a Grace in a tense scene which hel illustrate the article.

•

"The Cockleshell Heroes," "P terns" and "Lovers and Lollipop are the "GO SEE"—Picture of t Month—selections by Susan Lee the New York Subways Advertisi Co. for April.

•

Doris Day, star of Paramoun "The Man Who Knew Too Much" the cover girl on the full-color co of the April issue of "Cosmopolita A personality story of this musi comedy star who has developed i a dramatic actress appears in t same issue.

•

Deborah Kerr, star of "The Ki and I," will be the cover girl on t April 29 issue of "Parade."

For the same issue, Lloyd Shea has written a "Parade Personalit article on the home and studio acti ties of this British star.

WALTER HA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 76 NEW YORK, U. S. A., THURSDAY, APRIL 19, 1956 TEN CENTS

House Group to Back Up Industry's Tax Campaign

Ways and Means Subcommittee to Ask Reducing or Eliminating Tax in Order To Aid Exhibitors Affected by Television

By J. A. OTTEN

WASHINGTON, April 18.—A House Ways and Means subcommittee will shortly give a powerful boost to the industry's campaign for admissions tax relief.

The subcommittee, in a report to be made public sometime this week, will suggest that the full committee might want to consider reducing or eliminating the tax in order to help theatre owners beset by television competition.

The subcommittee, headed by Rep. Forand (D., R. I.), has been studying technical excise tax revision. Changes in excise rates is outside the province of the subcommittee.

In its report to the full committee, the subcommittee will point out that the resolution setting it up specifically excluded rate revision from its jurisdiction. Nonetheless, the report will state, the subcommittee feels that television competition has made such great problems for theatre owners that it feels it is in order to suggest that the full committee may want to consider admissions tax changes to help out the exhibitors.

The subcommittee had previously announced it was going to make a

(*Continued on page* 7)

'U' Will Release 10, July Through Oct., Sales Meeting Told

Universal Pictures Co. will release 10 of its more important productions during the four months of the 1955-56 season running from July through October, Charles J. Feldman, vice-president and general sales manager, told the company's home office sales executives and district sales managers at the opening sessions of their four-day mid-year sales conference here yesterday.



Charles Feldman

The 10 pictures, representing a

(*Continued on page* 7)

New Mass. Bill Calls For $25 Theatre Fee

Special to THE DAILY

BOSTON, April 18.—House Bill No. 608, petitioned by Louis H. Glaser of Malden which would regulate the licensing of open air and indoor theatres, has been amended in a new bill, House Bill No. 2834, filed by Glaser. The bill reads in part: "The Commissioner of Public Safety shall issue licenses for indoor theatres, outdoor theatres, special halls and public halls upon a fee of $25 yearly for

(*Continued on page* 4)

Urges Intra-industry Peace For Attack on B.O. Decline

From THE DAILY Bureau

WASHINGTON, April 18.—Exhibitors and producers were urged today to cease fighting each other and instead to "join forces against our common enemy—declining box-office" in an address by William C. Gehring, vice-president of 20th Century-Fox, before the convention of the Washington exchange area exhibitors here at the Shoreham Hotel. The convention will end tomorrow.

With the current Senate Small Business Subcommittee hearings obviously in mind, Gehring said it was wrong for the industry to wash its dirty linen in public. He said he opposes Federal regulation of the industry, believing that "there is not a legislator who can make or sell a picture better than the producers can or who can promote a picture better than the exhibitors. It is foolish to ask for outside help when none is as qualified as we to handle our own affairs." Gehring said Allied States Association and the Theatre Owners of America were more closely united than ever, and said he'd like to see one large exhibitor organization as in Great Britain.



W. C. Gehring

Producers have many difficulties now that they didn't have five years ago, Gehring said,

(*Continued on page* 7)

Coast Making More Films for TV Than For Theatre Market

From THE DAILY Bureau

CHICAGO, April 18. — Hollywood is now producing almost four times the amount of film shows for television as it is films for theatrical use, Michael M. Sillerman, executive vice-president of Television Programs of America, declared here today in a talk at the annual convention of the National Association of Radio and Television Broadcasters.

Citing that current statistics show film now provides more than half the

(*Continued on page* 6)

ites Benefits

ll-Industry arley Urged y A. F. Myers

roposes a Solution to me of Industry's Ills

From THE DAILY Bureau

WASHINGTON, April 18.—A plan ereby the film industry could be scued from the doldrums" was adced today by Allied States Associon in a special bulletin issued by neral counsel Abram F. Myers. Rering to the top executives as "docs" who could diagnose the indus's ills, Myers said that "all they d to do is to see to it, each for own company, that for the reinder of 1956, all pictures released ll be played by the theatres on ir regular availabilities, or as close reto as possible, and at rentals that y can afford."

ollowing up that suggestion, Myers n recommended that the top extives call a "great" conference of resentatives of all branches of the

(*Continued on page* 6)

ewsreels Rushing elly Wedding Shots

cenes of the civil wedding cere- y in Monaco of actress Grace y and Prince Rainier will arrive newsreel laboratories today for ing, makeup and distribution to atres throughout the nation torrow.

ewsreel executives reported yesay that most of the ceremony films e "pooled," to be distributed to all erican and foreign firms. How-

(*Continued on page* 2)

eorge Miller Heads hitney Distribution

From THE DAILY Bureau

OLLYWOOD, April 18.—C. V. tney, president of C. V. Whitney ures, Inc., today disclosed the enment of George Miller as general ager of distribution for the orzation.

iller was formerly associated with onal Theatres.

PERSONAL MENTION

ARTHUR B. KRIM, president of United Artists, will return to New York today from Hollywood.

•

JACK COHN, Columbia Pictures executive vice-president; LACY KASTNER, Columbia International president, and SIGWART KUSIEL, Columbia International vice-president, will leave here today for Havana.

•

PAUL N. LAZARUS, JR., vice-president in charge of advertising, publicity and exploitation for Columbia Pictures, is vacationing in Mexico City.

•

HAROLD RAND, 20th Century-Fox trade press contact, will leave here tomorrow for a one-week vacation in Bermuda.

•

CHARLES BOASBERG, supervisor of Paramount sales on "War and Peace," will return to New York today by plane from Toronto and Detroit.

•

JEROME PICKMAN, Paramount advertising-publicity vice-president, will leave New York today by plane for Hollywood.

•

HENRY GINSBERG, producer, will leave the Coast by plane tomorrow for New York.

•

JOSEPH MATERNATI, head of the French Film Center here, has departed via Air France for Paris.

•

JAMES R. VELDE, general sales manager of United Artists, will leave here today for Toronto.

•

ROY BREWER, Allied Artists exchange operations supervisor, is in Cincinnati from New York.

•

KIM HUNTER has returned to New York from Bermuda via B.O.A.C.

•

SAM SPIEGEL has arrived in London from New York via B.O.A.C.

•

SOL SIEGEL is due here from the Coast at the week-end.

Extras Guild Ballots Mailed to Members

HOLLYWOOD, April 18.—The ballots mailed to Screen Extras Guild members today, returnable by April 30th, bear the names of 13 candidates nominated by petition, running against the Guild slate, for 20 available positions as Guild officers or directors. The two petitioned-named candidates are opposing incumbent Richard H. Gordon for the presidency.

M-G-M Gets Kelly Wedding Subject

American distribution rights to a 30-minute CinemaScope - Technicolor short subject film of the Grace Kelly-Prince Rainier wedding have been acquired by MGM which yesterday reported the film will be ready for release in mid-May.

The film, which later will be released internationally, is being produced by a French agency at the request of Prince Rainier. An MGM spokesman yesterday emphasized that the entire production is being made by the French firm in Monaco.

Kelly Wedding

(*Continued from page* 1)

ever, several domestic newsreel companies said French crews working under agreement for them supplemented the actual civil wedding ceremony with scenes of the wedding couple prior to the service.

To New York via Nice

Charles Van Bergen, newsreel editor at Warner-Pathe News, said films are to be flown to Nice and then to the New York studios for processing and make-up. Tom Mead of Universal-International News said a Paris agency will process the film for his company in France before its air delivery to New York sometime this morning. None of the domestic agencies were able to predict the amount of footage taken of the ceremony nor how much would be edited for theatre viewing.

Films of the church ceremony to be performed today in Monaco are scheduled to arrive here Monday morning and will be distributed to theatres the following day.

'Pool System' Necessary

Newsreel spokesmen said the "pool system" was a necessity because of the inadequate facilities for taking pictures of the ceremonies. They declared French crews working under agreement with them will provide the additional coverage before and after the ceremonies.

Hyman and Markley To Aid UCP Drive

Edward L. Hyman and Sidney M. Markley, both vice presidents of American Broadcasting-Paramount Theatres Inc., have been appointed co-chairmen of the theatre collections committee in the United Cerebral Palsy campaign, it was announced by Leonard H. Goldenson, chairman of the board of United Cerebral Palsy. Chairman of the distribution committee is Herman Robbins, chairman of the board of directors of National Screen Service.

Columbia Sets First Deal with Cooper for Producing-Handling

Harry Cohn, president of Columbia Pictures, announced yesterday that he had signed an agreement with Frank Cooper under which Cooper will produce a top-budgeted feature for Columbia release based upon the high-rated television series, "The Lineup." Columbia added that the film will be the first picture to be made under a producer - distribution relationship which the company has entered into with Cooper.

Top-Rated Show

"The Lineup," which is based on the files of the San Francisco police department, has been one of the top ten rated shows on the Trendex listings for some time. It is shown on the CBS national network on Friday nights.

Jaime del Valle, producer of the video program, will be Cooper's co-producer on the motion picture, which will go before the cameras on location in San Francisco in the Fall. The story of the motion picture will be a new one.

The deal was negotiated in behalf of Cooper by his representative, Irving B. J. Levine.

Seek Distribution Of 7 from Italy

Mrs. Rose Knepple and Carolyne Wells, of this city, announced that they are acting as producers representatives for seven Italian pictures of Aurigo Films of Italy.

Mrs. Knepple, who recently returned here from Italy, said she is currently sounding out possible distribution outlets for the films, two of which were said to star Sophia Loren, two with Vittoria de Sica and one with Rosanna Neri.

Remodel Md. Theatre

BALTIMORE, April 18.—The Parkway Theatre here, having recently been purchased by Milton Schwaber who operates the Cinema and Playhouse, is being remodeled and reseated as well as redecorated and will open around the second week in May with "The Lady Killers."

The seating capacity, originally about 900, is being reduced to 500 with installation of "rocking chair" seats, spaced four feet from back to back.

'Rosanna' to Jacon

"Rosanna," starring Rossana Podesta, is the next film release to be launched by Jacon Film Distributors, it was announced by Bernard Jacon, head of the recently formed distribution company. The film shot on location in Mexico.

. . . NEWS ROUNDUP

RCA Equipment Installed

Installation of new RCA-Dyn- projection equipment at the 76 W Dodge Drive-In Theatre, Omaha, been completed. Manager S Dudgeon said the theatre is the f in the Middle West to be equipped.

■

D.A.R. Honors Walt Disne

The Daughters of the Ameri Revolution has announced that it present its annual award for the p ducer of the Best Children's Film 1955 to Walt Disney for his "L and the Tramp." The presenta will be made at the 65th Contine Congress of the D.A.R., to be held Constitution Hall in Washing today.

■

Gets Drive-in Okay

The Supreme Court of Err Hartford, has unanimously given J Leitao of East Hartford, Conn., go-ahead sign for his construction a drive-in theatre at Glastonb Conn. The high court said that C mon Pleas Court Judge Fitzge was correct when he dismissed an peal by a group of Glastonbury p erty owners, who protested a zo board action granting Leitao per sion to locate an outdoor theatre an industrial zone.

■

Filmack Receives Honors

Filmack Trailer Co., Chicago, new honors in the field of comme film production for television. Film Studios was voted first in the na for "speed in the production of film commercials," and second "economy." This was Filmack's appearance in the nationwide po advertisers, producers, agencies TV stations.

■

Drive-In Center Planned

A $1,330,000 drive-in theatre ect, to include a motel, bowling and restaurant, is being planned Sam Levin, Chicago. On an 85- tract in Stickney Township, it have two screens, one visible to 1 cars and the other to 1,500.

121 'Mamie' Dates

"The Revolt of Mamie Stover, CinemaScope, one of 20th Cent Fox's spring attractions, has been to open in 121 first domestic Canadian playdates by the en May, it was disclosed yesterday. will be the next attraction at York's Capitol Theatre.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

THE PATRONS AND PRAISES

will go to

"THE PROUD AND PROFANE"





William Perlberg



George Seaton

REASON #1

Produced by **Perlberg-Seaton**

From the producers of
"The Country Girl" and "The Bridges at Toko-ri"
—this one made to top them both!

...coming in the big boxoffice months ahead from PARAMOUNT

PEOPLE

Walter Wanger, who suffered a mild heart attack on March 26, left Cedars of Lebanon Hospital yesterday. The RKO producer will spend several weeks resting at home before returning to the studio.

¤

Ernie R. Wilson, 61, who joined the National Film Board, Ottawa, Ont., 36 years ago as motion picture photographer, has retired.

¤

Estelle Steinbach is the general manager for the presentation of "Oklahoma!" to be shown at the Fox-Strand Theatre, Milwaukee, starting on May 4.

¤

Fred L. Warner, who had 35 years of service as projectionist at New Haven's Paramount Theatre and who has been ill for some time, is retiring to the Masonic Home in Wallingford, Conn.

¤

Sheldon Kaplan has been appointed Eastern sales manager of Hollywood Film Co., manufacturer of motion picture supplies and editing equipment. **Harry Tietelbaum,** co-owner of the Hollywood company, will attend the SMPTE convention in New York, at which time he will open the New York branch office.

¤

Martyn Remy, formerly of Cleveland, is the new manager of the Empire drive-in near Rochester, N. Y. The out-door theatre was acquired recently by the Smith Management Co. For the past 15 years, Remy has operated and managed drive-ins and restaurants in Ohio and Florida. He has been associated with the Smith organization for five years.

¤

Arthur M. Dorsner, administrative manager of the ABC-TV program department, has been nominated on the Republican ticket as mayor of Roselle Park, N. J.

At Washington Convention

Sindlinger Warns of Drop In Patronage; Cites Facts

Special to THE DAILY

WASHINGTON, April 18.—Industry statistical expert Albert E. Sindlinger said theatre grosses for the past six months were 20 per cent below those of a year earlier.

Sindlinger stated that the total U. S. gross in the 26 weeks from October, 1955, through March, 1956, amounted to $404,500,000, compared with $505,800,000 in the comparable 1954-55 period. Moreover, he added, Easter business this year was also 20 per cent below last year. He estimated that in the week before Easter, Easter week and the week after Easter this year attendance averaged 35,760,000 a week, compared with 44,750,000 in the comparable 1955 weeks.

Outlines Three Trends

Sindlinger made these and other estimates in an address to exhibitors attending the Washington motion picture exchange area convention. Other trends pointed up by Sindlinger were these:

¶ A marked drop in attendance on mid-week nights.

¶ More men in theatre audiences and fewer women.

¶ Continued good business on Saturday and Sunday nights.

Sindlinger said that during the October, 1955-March, 1956, period, when theatres were grossing $404,500,000, their actual expenses were $412,600,000. This means, he said, that theatres had an overall loss of $8,100,000 on admissions, and that many of them would have been out of business had it not been for concession receipts.

30 Million in Taxes

During this period, he also pointed out, the theatres paid $30,400,000 in admissions tax, underlining the need for further tax relief.

Sindlinger again attacked the practice of major film companies of showing current film clips on television, declaring that the frequent theatregoer has discovered that he can now stay home on Tuesday, Wednesday and Thursday nights and still satisfy his desire to see a "movie-type of entertainment" by watching these programs on television. He said the shift away from midweek night theatre-going had been growing steadily since October, with only about 7.4 per cent of weekly theatre-going now on Wednesday nights compared to 10 per cent a year ago.

188 Tickets Per Theatre

Last Wednesday night, he said, only 2,600,000 tickets were sold in the 14,000 theatres open in the U. S. —an average of 188 tickets per theatre. This is the night, he said, that three major companies have television shows. He predicted that midweek attendance would pick up in six or seven weeks, when these shows go off the air, but would slump again in the fall when they go back on.

"The motion picture industry," Sindlinger said, "has to make a decision where its pictures are going to go," and he added that it was up to exhibitors to force the right decision. He asked why the distributors couldn't spend the large amounts they're spending on the TV shows to promote these films in other ways.

Saturday, Sunday Heavy

About half of all theatre business is now done on Saturday and Sunday nights, Sindlinger said.

Of the 35,760,000 weekly average attendance during the three Easter weeks, about 17 per cent was accounted for by drive-ins, the meeting was told. Sindlinger said about 35 per cent of the total tickets was sold in first-run theatres.

Numbered Seats Offer New Prize Gimmick

Special to THE DAILY

COLUMBUS, April 18.—An enterprising Ohio theatre owner has come up with an idea which he uses instead of Bank Night, according to Robert A. Wile, executive secretary of the Independent Theatre Owners of Ohio.

Wile said that the exhibitor has numbered all of his seats and on one night a week, he puts a card, representing each seat, in a box. One card is drawn and whoever is sitting in that seat gets a prize.

New Mass. Bill

(*Continued from page* 1)

each license issued. He may require structural changes of any building or drive-in, including exits and entrances before issuing the license."

The sole change in Bill No. 2834 from Bill No. 608 is the request for the $25 payment. A public hearing on Bill No. 608 was held early in March, strongly opposed by Carl Goldman, executive secretary of Independent Exhibitors, Inc., of New England, and Frank Lydon, executive secretary of Allied Theatres of New England. The amended bill has not as yet been set for a public hearing. At present, there is no requirement for a license or a payment of money to the commissioner of public safety by theatres in the Commonwealth, as each city and town has its own jurisdiction.

'Swan' Is Scheduled At Music Hall Apr. 26

"The Swan," film version of the Ferenc Molnar comedy with Grace Kelly, Alec Guinness and Louis Jourdan in the starring roles, will open at the Radio City Music Hall on Thursday, April 26th.

The film, in which Miss Kelly appears as a princess who marries a prince, will be accompanied by a new stage spectacle, "Merry Minstrels."

Buffalo House Damaged

BUFFALO, April 18.—Two firefighters were felled by smoke while battling a two-alarm fire in the Roxy theatre here early today. The fire caused $20,000 damage to the balcony projection booth and second floor.

LETTERS

TO THE EDITO

• • •

Sir: Allow me to compliment y on your editorial, "Exhibitio No. 1 Problem," in MOTION PI TURE DAILY of Tuesday, April 1

You are entirely correct in sa ing our most immediate proble is dwindling attendance. If had the attendance commensura with the increased national pop lation we would be able to affo the film rental the film compan are asking. We all know of c declining attendance. Here in W ren and Niles, Ohio, our attendan in the past three years has dropp up to 60 per cent in some of c theatres.

We all need now a national p motional campaign to get peo out of their homes and into t theatres. . . . Both COMPO a the MOTION PICTURE DAILY sho use every means available to soli other opinions from the exhibit as to the necessity of such an u dertaking and method for arriv at a campaign fund.

I feel the time is now.—LE ENKEN, JR., Vice-President, R ins Amusement Co., Warren, O

Eastman to Sponso TV of National Ope

Eastman Kodak Company sponsor the exclusive NBC-TV t cast on Saturday, June 16, of National Open Golf Tournament Rochester, N. Y., it was announ yesterday by W. B. Potter, Ko director of advertising. The prog **will be presented from coast to c over 56 stations from 4 to 6 P (EDT).**

Mexico Industry Says, 'Circus, Stay Home'

Special to THE DAILY

MEXICO CITY, April 18.—The industry and theatre personnel uni are bringing pressure on the gov ment to refuse an application fo permit by Ringling Bros.-Barnum Bailey to bring the famous circu Mexico.

Theatre people believe the s would be "ruinous competition" pictures. They point out that P mount's "The Greatest Show Earth" was a box-office champ here in 1953 and 1954 and that show itself would crush their b ness. Grumblings still are heard the $200,000 which "Holiday on grossed here last May. The ice s is due here again, but there h been no protests.

"French-Cancan" in Glittering N.Y. Bow

THE most distinguished audience to attend an entertainment event between the opening of the Opera and the baseball seasons, turned out Monday evening, April 16th, for the American premiere at the Fine Arts Theatre of Jean Renoir's "FRENCH-CANCAN", latest import of Richard Davis' United Motion Picture Organization.

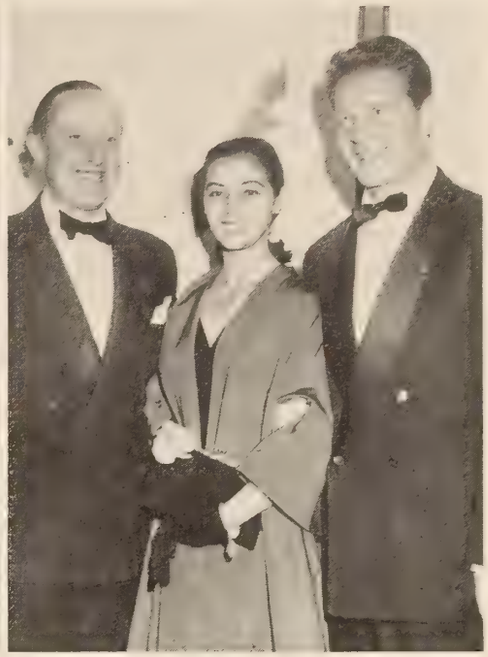
Flashing lights, high-flying balloons, rousing music and gaily costumed girls provided a glittering setting for the outstanding array of leaders of the film industry, society and the diplomatic corps. The premiere was sponsored by Count Jean de LaGarde, Minister Plenipotentiary, Consul General of France, as a tribute to French-American charities to which the entire proceeds of the evening were contributed.

A gala reception, hosted by Count de LaGarde and Mr. Joseph Maternati, Director of the French Film Office in the United States, was held at the French Consulate General following the premiere.

"FRENCH-CANCAN", a musical drama in technicolor, is Renoir's first French-made film in 17 years. It stars Jean Gabin, Francoise Arnoul and Maria Felix and features famous French chanteuses Edith Piaf and Patachou.

Shown at right is a photo of the Fine Arts Theatre front which was especially decorated for the evening by the leading French artist Marcel Vertes.

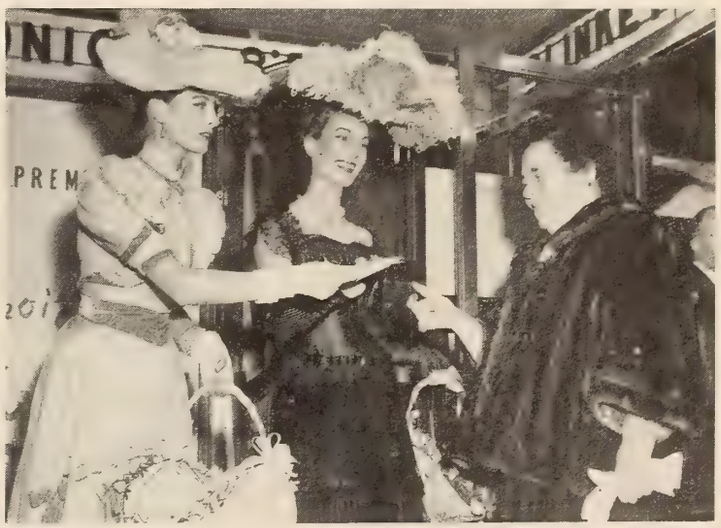




In photo at right Count Jean de LaGarde, (left) Consul General of France, is shown chatting with the lovely star Marisa Pavan and her new bridegroom Jean Pierre Aumont.



A gala reception at the French Consulate General was hosted by Count and Countess Jean de LaGarde following the premiere. Guests were greeted with sweet music, soft lights and imported bubbling champagne and a French street-singer who chanted songs from the film for the guests.



The celebrated Miss Elsa Maxwell accepts a scented souvenir which all the guests received from the stunning French models (left) Mlles. Capucine and Suzanne Dadolle, who personified the spirit of the gay nineties period of Renoir's "FRENCH-CANCAN".



Richard Davis, (left) President of United Motion Picture Organization, and J. Maternati, Director of the French Film Office, stand before the Vertes drawing of "French-CanCan" girl with Mlles. Capucine and Dadolle.



Well-known master-of-ceremonies of the "$64,000 Question show," Hal March, and his pretty wife Candy Toxton joined in the premiere activities at the Fine Arts.



Television's own Maggi McNellis (right) chats with the lovely "Carousel" star Barbara Ruick and her escort Milton Ebbins at the premiere performance of the film.

(Advt.)

All-Industry

(*Continued from page* 1)

industry to take advantage of the "good feeling and hopefulness thus engendered." The parley would be designed, he said, "to consider thoroughly what each branch, each organization and each individual can do to rescue the business from the doldrums, to fully exploit the pictures as they are released and to entice millions of lost customers back to the theatres.

'Merely Bowed Down'

"Showmanship is not dead," he continued; "it is merely bowed down by the great load of anxiety and uncertainty which exhibitors are carrying today. Let them feel that the distributors are in the same foxhole with them, that the industry is united by a recognition and understanding of each other's problems, and that all are going to join forces in putting the movies back on top of the amusements heap, and there will be such an awakening among exhibitors as was never known before."

Myers' proposals stemmed from two sources. First, he charged that, based on reports from some Allied field units, M-G-M was doubling the percentage terms and the normal playing time on "I'll Cry Tomorrow" and that one unit claimed the company was following the same course on "Meet Me in Las Vegas."

Sees Presidents 'Aloof'

A second factor is Myers' view of the forthcoming distributors' "day in court" with the Senate Small Business Committee. He expressed the opinion that the company presidents were "remaining serenely aloof" and that the companies' defense was being prepared by lawyers who, with sales department representatives, will do the testifying.

"As the sales heads are the authors and enforcers of the policies and practices that are causing such hardships among exhibitors," Myers wrote, "the prediction is being made that they will come to the hearing in a belligerent mood, unwilling to make any concessions of any kind toward happier conditions in the business."

'Space' Strong in U.K.

In four days at the Rialto Theatre, London, 20th Century-Fox's "On the Threshold of Space" in CinemaScope is setting a strong boxoffice, virtually doubling the grosses of many preceding attractions to play the showspot, according to reports received here by the company.

The film opened on April 12 to enthusiastic reviews.

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REVIEWS:

Autumn Leaves

Columbia

JOAN CRAWFORD, starring in her best vehicle in a long time, dominates this "woman's picture" that accentuates heart-appeal and forceful drama built around a theme of mental illness. An adult film beyond the reaches of younger folk, Columbia's "Autumn Leaves" mixes emotions and dramatic values to a fine degree, assuring heavy distaff attendance.

Miss Crawford is seen as the aging career girl who shuns doubts to marry a much younger man, Cliff Robertson. Her acting is moving and eloquent and runs the gamut of feminine emotions as the wife who discovers after marriage that she picked a very complex, tortured and confused man who is sliding into the world of schizophrenia. She is bewildered in her disenchantment and forceful when she decides to send him to an institution. Then she is brought to realize that, if cured, he may well lose all affection for her. In addition, her emotions wander to a point where she believes this malady might have been the cause for his loving her.

Robertson, too, excels in the film and is cast as a sensitive man, more sinned against than sinning, and driven to emotional extremes that result in his commitment to the institution.

A William Goetz production, the film evidences tight control over the script of Jack Jevne, Lewis Meltzer and Robert Blees by director Robert Aldrich. The production has apparently been geared to those exhibitors who favor strong, moving drama that attracts intelligent, discriminating audiences.

Complementing the outstanding performances of Miss Crawford and Robertson are Lorne Green, cast as Robertson's brutal father; Vera Miles, as Robertson's despotic wife whom he sheds later to marry Miss Crawford; Shepperd Strudwick, as the understanding psychiatrist who assists Miss Crawford in making the final decision to commit her husband to the mental institution, and Ruth Donnelly as the neighbor of Miss Crawford who also offers a dependable performance.

Music by Hans Salter contributes much to the film and features the hit song of the same title as rendered by Nat "King" Cole.

Running time, 108 minutes. Adult classification. For May release.

French-Cancan

United Motion Picture Organization

ALTHOUGH A made-to-order picture for the art theatres, "French-Cancan" could be suitable fare for the general patronage house as well. Jean Renoir, who produced, directed and wrote the screenplay, has turned back the pages of 19th Century night life in Paris and has presented a gay, colorful story of the Montmartre and Moulin Rouge as they used to be. And the English subtitles have been prepared so that little, if any, of the story line is lost.

Renoir has been successful in sentimentally recreating the story of how the celebrated Moulin Rouge blossomed into becoming the mecca of pleasure-seekers. True, the story borders on the familiar, but the French touch with its nostalgic costumes and music gives it a niche all of its own.

Jean Gabin is cast as a night club impresario whose cabaret caters to the higher echelon of 19th Century cafe society. While on a slumming tour in the Montmartre section, he sees the cancan performed. He is fascinated by both the dance and one of the dancers, Francoise Arnoul. When he is forced to close his own night club, Gabin decides to open another spot which would feature the cancan as the specialty of the house. His move in that direction is punctuated with many of the problems that have cropped up in our own Main Street-to-Broadway pictures, such as the jealous women, the last-minute threat of the loss of financial backing, the refusal of the star to appear and the ultimate triumph of the production.

Gabin is ably assisted not only by Miss Arnoul, but by Maria Felix as his mistress. There also are some brief, but highly interesting, sketches by Edith Piaf, Patachou, Andre Claveau and Jean Raymond. The color by Technicolor enriches the lush settings.

Running time, 93 minutes. Adult classification. For April release.

JACK EDEN

NARTB

(*Continued from page* 1)

TV programming in the Uni States, and that since the start of current TV season no fewer than programs in the Nielsen "top have been film shows, he decla that "TV film production is by Hollywood's major effort."

Sillerman gave the broadcasters prediction that there would be "m and more film" in the future by r son of the fact that such progr aid local stations in giving their vi ers top programs with top stars that film shows have proved t ability to compete against strongest competition.

Cites Two Programs

Sillerman pointed to CBS-TV's of two film shows, Phil Silvers "Navy Log," to wrest the lead a from NBC-TV on Tuesday nights also noted ABC-TV's success w "Disneyland" and "Mickey Mo Club."

He added that TPA's own gro illustrates the TV film indust progress.

Violence in Children's TV Shows Draws Heavy Protest to NARTB

CHICAGO, April 18.—The tel sion code review board and the tional Association of Radio and T vision Broadcasters is reported being "flooded" with letters prot ing crime and violence in childr TV shows.

Charles Cady, assistant director the review board, said that beca of the deluge of mail there will b special meeting of the code board discuss what can be done to red TV crime shows. He stated a rep will be sent to networks and stati identifying each show that was c cized in letters.

In explaining that a code is n form of censorship, Cady said, is a form of self-regulation; a sub tute for censorship. Censorship is desirable." He pointed out that a sponsor realizes no one is watch a show he will drop it, and t whatever the public wants the bro caster must provide.

Radio, TV 'Not Over-Commercial Or Huckster-Dominated': Kintner

CHICAGO, April 18.—The fields radio and television are neither o commercialized nor dominated "hucksters," Robert E. Kintner, pr dent of American Broadcasting told industry members gathered h for the convention of the National sociation of Radio and Televis Broadcasters.

Kintner added that the charge t broadcasters cater to crudeness a violence is a myth. At the same ti he cautioned that radio and TV too important to be misused, a urged industry members to be vi lant in correcting what little o commercialism and unethical adv tising there is.

Kintner urged the government end its "artificially created stat scarcity in television to allow creati of more outlets."

Tax Drive

(*Continued from page* 1)

nilar recommendation with respect the cabaret tax, suggesting that e full committee might want to do mething to lower it.

While the subcommittee recomendations do not in any way bind e full committee, its language is owerful indication that the lawmaks are beginning to feel the heat from e industry's tax relief campaign and e thinking about doing something out it.

Meanwhile, Robert Coyne, one of e three-man governing board of the ouncil of Motion Picture Organizaons, was in town contacting key wmakers on the admissions tax situion. Coyne has been keeping in uch especially with Ways and eans Committee members on the ossibility of getting a committee earing or action. He said that while ere's nothing new so far, he has pes something will start breaking on.

U' to Release 10

(*Continued from page* 1)

ide variety of subject matter and emes and featuring top box-office ersonalities, will be backed by the pe of showmanship which exhibirs from Coast to Coast have come expect from Universal, Feldman ointed out.

Eight of the 10 pictures are in lor by Technicolor, two are in inemaScope and one is in Vistaision, he said. They are in keeping ith Universal's policy of providing steady flow of top box-office picures for the nation's exhibitors, eldman told the sales executives.

Stress 'Away All Boats'

Highlighting this group of releases ill be "Away All Boats," based on e Kenneth Dodson novel. In Vistaision and Technicolor, it is the most pensive film production ever made Universal.

Another highlight will be "Toy iger," in Technicolor, starring Jeff handler, Laraine Day and Tim ovey, and produced in the same medy vein of "The Private War of lajor Benson" last year. A series of rritorial saturation pre-release enagements are being set for the beinning of school holidays in June.

"Pillars of the Sky," in Cinemaope and Technicolor, is scheduled r October release.

Leading off of the July releases will e "The Rawhide Years." The second ly release will be "Congo Crossg," and the third July release is Toy Tiger."

'Francis' in August

The August release, besides "Away ll Boats," will be "Francis in the aunted House," starring Mickey ooney.

September releases are highlighted the Audie Murphy CinemaScope d Technicolor film production, The Proud Land," based on the ook "Apache Agent," by Woodorth Clum. "Raw Edge" will be the second September release, while the third September release will be "Behind the High Wall."

"Showdown at Abilene," a Technicolor Western starring TV's "Range Rider" Jock Mahoney, is the second October release besides "Pillars of the Sky."

REVIEW:

Safari

Columbia—Warwick—CinemaScope

HOLLYWOOD, APRIL 18

BEHIND THE personal story in which Victor Mature, Janet Leigh and a great many other players whose names mean less than these on American marquees appear, stands the Africa of jungle, of animal, of adventure and of danger, never more brilliantly brought to the screen than now with the benefit of CinemaScope and color by Technicolor. If there were no foreground story at all, and no professional actors, this background would provide 90 minutes of money's-worth for any reasonable buyer of tickets. With billing material as marketable as the names of the two costars and the two processes to work with, a showman, who makes a particular point of the African background in his exploitation, figures to wind up with nothing but satisfied customers on his hands.

In common with many another picture backgrounded by the African terrain and animal life, "Safari" falls short of its setting in the story department. The screenplay by the estimable Anthony Veiller, based on a story by the accomplished Robert Buckner, places Mature in Africa as a professional hunter whose family has been murdered by Mau Mau marauders and whose license has been revoked by British officials lest he "take the law into his own hands." To get around this barrier to his vengeance, he hires out to a British hunter as a guide in exchange for the latter's influence to get the license reinstated. At this point the safari sets out on a picture-long expedition during which many ferocious beasts and scores of Mau Mau are slaughtered before the death of the Englishman conveniently frees his fiancee (an extremely superficial character played without conviction by Miss Leigh) to materialize a romance with Mature. This personal story never seems very real to American eyes, but does not detract drastically from the animal stuff.

The picture is a Warwick Film Production, produced by Adrian D. Worker for Warwick executive producers Irving Allen and Albert R. Broccoli, and directed by Terrence Young. Players, in addition to those named above, include John Justin, Roland Justin, Liam Redmond, Earl Cameron, Orlando Martins, Juma, Lionel Ngakane, Harry Quashie, Slim Harris, Cy Grant, John Wynn, Arthur Lovegrove, Estelle Brody, Christopher Warby, John Harrison, Glyn Lawson and others.

Running time, 90 minutes. General classification. For June release.

WILLIAM R. WEAVER

Gehring Urges

(*Continued from page* 1)

and mentioned competition from television for stories and talent, the high taxes that talent workers must pay, which makes higher salaries necessary, and the demands of agents. He invited a committee of exhibitors to come to Hollywood to see the problems of the producers and make suggestions for solving them.

Gehring denied charges that distributors are neglecting small theatres. He said six and one-half per cent of the total film rental in the U. S. and Canada comes from the bottom 5,000 theatres and that "no company is in such a good position" that it can neglect six and one-half per cent of its take.

Today's business got under way with a "Meet Your Legislators" brunch, at which the two Maryland Senators and some ten Maryland and Virginia Congressmen were present.

Kansas TV Station Acquires WB Films

CHICAGO, April 18.—Television station KAKE-TV, Wichita, Kans., has purchased Associated Artists Productions' entire library of Warner Brothers features, totaling 754 films, it was announced at the National Association of Radio Television Broadcasters convention here today by AAP general sales manager Bob Rich. It was said to have been the first deal.

Report Price as $300,000

It was indicated that the purchase price for the Warner Brothers films was $300,000. Rich concluded the negotiations with Martin Umansky, general manager of the station, an affiliate of the American Broadcasting Co.

Rich said that KAKE-TV's interest in the total group of features seemed typical of the interest shown by other network, sponsor, agency and station representatives who contacted AAP representatives after the first announcement of the company's overall sales plan.

It is felt that the Warner Brothers name and its long recognized standing in the film industry proved a magnet, Rich said.

Voices Optimism

IndustryPeriod Of Adjustment Ended: Mayer

From THE DAILY Bureau

WASHINGTON, April 18.—Arthur L. Mayer today told the Washington Area Exhibitors' convention here that for the first time in the past five years he has become highly optimistic concerning the immediate future of the film industry.

The former executive vice-president of COMPO was the keynote speaker at the second day's meeting of the three-day convention of theatremen from Delaware, Maryland, West Virginia, Virginia and the District of Columbia, at the Shoreham Hotel. He is engaged currently as promotion consultant on Paramount's "War and Peace," but refrained from "pitching" for the film at the session. His address, however, was titled, "War and Peace in the Motion Picture Industry."

Tells of Visit Abroad

Recent visits to Hollywood and Europe, Mayer said, have convinced him that the industry's "period of experimentation is over, and that a steady stream of amazingly fine films will be released in the next 12 months." He said that "more good pictures will be forthcoming in the next year than were released in the previous three years."

Just as time was required for adjustments during the development of sound, so has it taken time for producers, directors, technicians, script writers to take full advantage of the new large screen processes, Mayer pointed out. The new adjustment is now complete, he said.

Hails 'Increased Courage'

"Along with this increased skill has come increased courage. Every major company, with possibly one exception, will have at least two to four tremendously costly, impressive projects on its shooting or release schedule. Paramount alone has $50,000,000 in negative investment, including 'The Ten Commandments' and 'War and Peace', the two most costly pictures in its history."

Mayer said it was "high time" that the industry "cut out its internecine squabbling." He contended that "threat, abuse and insults in the press and before Congressional committees should be abandoned in favor of concentration on how best to publicize this magnificent new product." He held that "no industry can be successful which makes a practice of broadcasting to the public how badly it is conducted."

'Man' to Cannes

Sumar Productions' "The Man Who Never Was," in CinemaScope, has been accepted for presentation at the Cannes Film Festival.


The New Boxoffice Champ
—VARIETY
April 18th

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 77 NEW YORK, U.S.A., FRIDAY, APRIL 20, 1956 TEN CENTS

Tax Relief Consideration Promised by Committee

Ways and Means Group States It Will Get to Subcommittee's Tax Report As 'Soon as Possible;' Another Assist

By J. A. OTTEN

WASHINGTON, April 19.—A House Ways and Means subcommittee today suggested that the full committee might want to consider additional admissions tax relief.

The recommendation, forecast yesterday by MOTION PICTURE DAILY, came from a subcommittee studying technical excise tax changes.

Subcommittee chairman Forand (D., R. I.), announcing this and other subcommittee actions, said the full committee had promised to consider the subcommittee's report "as soon as possible." He refused to predict the likelihood of action on any of the recommendations.

The subcommittee was barred by the full committee from making firm recommendations on changes in tax rates, and was empowered only to recommend technical changes. The subcommittee report conceded this restriction on its activity, but it nonetheless called the admissions tax problem to the attention of the full committee in these words:

"The House Ways and Means Committee, in view of the continuing problems besetting the theatre industry, arising primarily from competi-

(*Continued on page 7*)

MPA Annual Meeting To Be Held Tuesday

The annual meeting of the Motion Picture Association of America board of directors will be held here on Tuesday.

The board will elect officers, pass on the annual report, elect committees and take up other business, if requested.

RKO-Atlas Merger Approved by SEC; Terms 'Reasonable'

From THE DAILY Bureau

WASHINGTON, April 19.—The Securities and Exchange Commission has approved the plan of Atlas Corp. to have RKO Pictures, Inc., and four other corporations merge into Atlas.

The commission found the terms of the proposed mergers "reasonable and fair." Stockholders of the firms must still approve before the consolidations can take effect. Main stockholders in RKO Pictures are Atlas and Howard Hughes. Atlas president Floyd B. Odlum announced originally many weeks ago that Hughes had agreed to the merger plan. Under the

(*Continued on page 7*)

Hoffman Again Head Of Virginia MPTA

From THE DAILY Bureau

WASHINGTON, April 19.—Seymour Hoffman was re-elected president of the Virginia Motion Picture Theatre Association, meeting here.

All other officers and directors of the association were also re-elected for a second term, as is the custom in the organization. Robert Johnson was added to the board of directors.

Asthma 'Joey' Award For Max Youngstein

Max E. Youngstein, vice-president of United Artists, will receive the first annual "Joey" Award of the Asthma Medical Center at the "Parade of Stars" show tomorrow

(*Continued on page 7*)

Average Admission Price, 60c; Exhibitors Need 385 U.S. Films Yearly, Poll Reveals

The present average admission price for all U.S. situations is about 60 cents, but for special engagements in the last three months it has averaged 71½ cents, it is revealed in a survey by the Motion Picture Herald Institute of Industry Opinion. The poll shows that more than a third of exhibitors whose normal prices are 50 cents or less increased their prices to more than 50 cents an average of five times in the last 12 months.

More than half of the exhibitors polled (52.6 per cent) believe present admission prices are about right; one fourth think they are too high, and only slightly fewer of them think they are too low. The opinion seems to be: "Too high for the public and too low for the exhibitor."

Most of the industry's current economic ills were blamed on a relative shortage of product, according to the survey. Their composite opinion is that a minimum of 385 Hollywood pictures are required for good operation. More than three fourths of them are filling out their booking schedules with foreign pictures, mostly British. Comedy, according to the survey, is the most wanted type of picture fare.

oldenson: inds ABPT in pward Trend t Box-office

xpects Even Flow of econd Quarter Films

By MURRAY HOROWITZ

The Spring box-office appears to holding up pretty good, with the oduct flow for the second quarter oking better than the film line-up st year for the same period, Leond H. Goldenson, president of nerican Broadcasting-Paramount neatres, said here yesterday.

Goldenson said business of AB-PT iliate theatres since the first of the ar has been up compared to the st quarter of the previous year and

(*Continued on page 7*)

Quarterly Net Of ABPT Up

Estimated net operating profit of nerican Broadcasting-Paramount neatres, Inc., for the first quarter 1956 increased 34 per cent over e same period in the previous year, eonard H. Goldenson, president, reorted yesterday. These earnings ere $2,570,000, or 60 cents a share mmon compared with $1,917,000 or 5 cents a share common in 1955.

With capital gains of $253,000 mpared with $33,000 in the same narter of 1955, consolidated earngs amounted to $2,823,000, or 66 nts per share compared with ,950,000, or 46 cents per share in 955.

efko Leaving RKO; oining Paramount

Special to THE DAILY

DETROIT, April 19.—Morris Lefko as been appointed special representave for "The Ten Commandments" nd "War and Peace," for Paramount ctures, directly under Charles asberg. Lefko will resign as disict manager for RKO on May 1 to

(*Continued on page 7*)

Price Placed On Met. Stock

A price of $10 per share for the trusteed stock of Metropolitan Playhouses, Inc., owned by RKO Theatres, was set in Federal District Court here yesterday as the figure at which trustee George Alger could not refuse to sell.

The $10 cash price per share was suggested by U. S. attorney Maurice Silverman and was incorporated in the short-form order signed by Judge Thomas F. Murphy. The shares could

(*Continued on page 7*)

PERSONAL MENTION

WILLIAM WYLER will arrive here on Monday from Hollywood.

•

MAXWELL ARNOW, vice-president of Hecht-Lancaster Companies, has arrived in New York from Hollywood.

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BARNEY BALABAN, Paramount president, is scheduled to return to New York from Monaco over the weekend.

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WILLIAM PERLBERG is scheduled to arrive in New York on Sunday from Hollywood en route to Europe.

'U' to Give 'Boats' Pre-release Sendoff

"Away All Boats" said to be Universal-International's most expensive film, will be given a series of key city pre-release openings during the month of July with the U.S. Navy cooperating to help make each opening an important special event, Charles J. Feldman vice-president and general sales manager, told the company's sales executives at yesterday's sessions of their current four-day mid-year sales executives conference at the Essex House here.

Marcellus J. Connor, 52

MYSTIC, Conn., April 19.—Marcellus J. Connor, 52, former executive for Warner Theatres, died at his home here where he had been ill for several months. Connor left the industry in 1945 when he purchased a textile mill.

D.C. Area Exhibitors End Convention

WASHINGTON, April 19. — New packaging techniques and the use of more machine selling is increasing refreshment sales in theatres, the Washington Motion Picture Exchange Area convention was told today.

The word came from Ralph Pries, concession expert of Berlo Vending Co. The Washington convention ended its three-day meeting today.

Jack Braunagel, executive assistant to the president of United Theatres Corp., of North Little Rock, Ark., suggested that exhibitors write directly to the producers, and not to the distributors, when a small-budget film does well. He said this might induce producers to turn out a greater number of high-quality, small-budget features.

Ticket Tax Hits Many Businesses: Compo

Under the caption "Blight of Admission Tax Menaces Nearby Stores," the 62nd in the series of Council of Motion Picture Organizations advertisements in "Editor & Publisher," which will appear tomorrow, points out the dangerous effects of the continuation of the Federal admission tax on other businesses which are dependent upon the prosperity of the threatened 10,900 theatres of the nation.

"For this tax," says COMPO, "collected at the boxoffice window of every movie theatre, carries with it a blight which threatens to fall on the many businesses that were established only because the theatre attracts people to the neighborhood."

Set Five More New Cinerama Openings

Opening dates for Lowell Thomas' new Cinerama production, "Seven Wonders of the World," have been set by Stanley Warner Corp., following the New York premiere.

The third Cinerama production will follow Louis de Rochemont's "Cinerama Holiday" into the specially-equipped theatres in Pittsburgh on April 19; Philadelphia, April 24; St. Louis, April 26; Dallas, May 1, and Cincinnati, May 7.

To Make 10 for Rank

LONDON, April 19.—Betty Box, Britain's first woman film producer, and Ralph Thomas have signed to produce and direct 10 films for the Rank Organisation. The first of their new films will be "Checkpoint," starring Anthony Steel and Odile Versois. A third "Doctor" comedy, starring Dirk Bogarde, MOTION PICTURE HERALD's Top British Money-Making Star of 1955, is among other productions planned.

Women's Club Votes Against Toll-TV

From THE DAILY Bureau

LOS ANGELES, April 19.—The Los Angeles District Federation of Women's Clubs at the 54th convention here passed a resolution unanimously requesting the Federal Communications Commission and Congress to make no ruling in favor of subscription television. The organization also requested that no legislation be passed changing the "fundamental system of broadcasting and telecasting in the United State devoted to free entertainment."

Superscope 235 in UK Technicolor Tie

LONDON, April 19. — Superscope 235 was unveiled to British trade representatives in RKO's private theatre here. After the screening of two demonstration reels, Joseph Tushinsky announced a tie-up with Technicolor here for the processing of Superscope prints. Special printing machines have been installed at the Technicolor plant which will operate as Superscope's centralized headquarters in Europe.

This new process is immediately available. Tushinsky also revealed that producer Hal Chester has just completed in England, "The Weapon" in Superscope 235. He has also arranged for five films to be produced in the new process in Munich. To date 30 Superscope films have been released.

Joseph and his brother Irving Tushinsky have left here for Paris, Rome and Munich. They will return here in three weeks.

AA Closes Holland Distribution Deal

Allied Artists International Corp. has consummated a long-term agreement with City Film, The Hague, Netherlands, for the exclusive distribution of Allied Artists product in that territory, it was announced by Norton V. Ritchey, president of Allied Artists International.

The deal was negotiated by Edwin J. Smith, AA International Corp. vice-president in charge of European operations, and H. P. Juten, of City Film.

City Film distributed Columbia Pictures product in the Netherlands until that company opened its own offices there.

'Diabolique' Cited

Mystery Writers of America, at its annual Edgar Allen Poe awards dinner at the Hotel Sheraton Astor here last night, gave a special award to "Diabolique."

Gov't Groups Hit Bill To Pay Unsuccessful Trust Suit Plaintiffs

From THE DAILY Bureau

WASHINGTON, April 19. — The Justice Department and Federal Trade Commission today jointly opposed legislation to have the U. S. government pay the costs of unsuccessful plaintiffs in anti-trust suits.

They testified before a House Judiciary Subcommittee on a bill sponsored by Rep. Roosevelt (D., Calif.). One provision of the bill would provide that an unsuccessful plaintiff in an anti-trust suit should have his costs and attorney's fees paid by the U. S. if the court certifies his suit was founded on probable cause. The Attorney General could try to get out of paying the costs by proving that the plaintiff could pay the costs without hardship.

Barnes Critical

Anti-trust chief Stanley N. Barnes told the subcommittee the provision "would in effect transform the Justice Department into a credit bureau." FTC chairman John Gwynne said the commission "does not favor the maintenance of private lawsuits by the United States."

Both Barnes and Gwynne supported, however, another provision of the Roosevelt bill to allow a successful private anti-trust plaintiff to recover costs not only where he seeks damages, but also where he seeks solely an injunction or other equitable relief. At present, a successful plaintiff can recover costs only in the former case.

Levy to Bryna

Charles Levy, formerly advertising-publicity director for Buena Vista Films and currently with 20th Century-Fox, has been appointed Eastern publicity representative for Bryna Productions. He will assume his new post before the end of the month to begin work on "Spring Reunion," which Bryna will place in production for United Artists release.

$75,000 Theatre Fire

TAYLORSVILLE, Miss., April 19. —The Melroy Theatre here has been destroyed by fire. The theatre, owned by Leroy McIntosh, suffered a loss of $75,000.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
A Warner Bros. Picture
and The Music Hall's Great Easter Show

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

IF

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ALERTING ALL SHOWMEN

PARAMOUNT has a picture that ranks with the biggest. Its heap of boxoffice ingredients will reap a boxoffice pay-off that's certain to place it among 1956's top grossers. Hold plenty of time for it—start your planning now. Its profit is sure . . . and the *bigger* the planning, the *bigger* the profit!



TURN HERE

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WILLIAM PERLBERG is scheduled to arrive in New York on Sunday from Hollywood en route to Europe.

'U' to Give 'Boats' Pre-release Sendoff

"Away All Boats" said to be Universal-International's most expensive film, will be given a series of key city pre-release openings during the month of July with the U.S. Navy cooperating to help make each opening an important special event, Charles J. Feldman vice-president and general sales manager, told the company's sales executives at yesterday's sessions of their current four-day mid-year sales executives conference at the Essex House here.

Marcellus J. Connor, 52

MYSTIC, Conn., April 19.—Marcellus J. Connor, 52, former executive for Warner Theatres, died at his home here where he had been ill for several months. Connor left the industry in 1945 when he purchased a textile mill.

D.C. Area Exhibitors End Convention

WASHINGTON, April 19. — New packaging techniques and the use of more machine selling is increasing refreshment sales in theatres, the Washington Motion Picture Exchange Area convention was told today.

The word came from Ralph Pries, concession expert of Berlo Vending Co. The Washington convention ended its three-day meeting today.

Jack Braunagel, executive assistant to the president of United Theatres Corp., of North Little Rock, Ark., suggested that exhibitors write directly to the producers, and not to the distributors, when a small-budget film does well. He said this might induce producers to turn out a greater number of high-quality, small-budget features.

Ticket Tax Hits Many Businesses: Compo

Under the caption "Blight of Admission Tax Menaces Nearby Stores," the 62nd in the series of Council of Motion Picture Organizations advertisements in "Editor & Publisher," which will appear tomorrow, points out the dangerous effects of the continuation of the Federal admission tax on other businesses which are dependent upon the prosperity of the threatened 10,900 theatres of the nation.

"For this tax," says COMPO, "collected at the boxoffice window of every movie theatre, carries with it a blight which threatens to fall on the many businesses that were established only because the theatre attracts people to the neighborhood."

Set Five More New Cinerama Openings

Opening dates for Lowell Thomas' new Cinerama production, "Seven Wonders of the World," have been set by Stanley Warner Corp., following the New York premiere.

The third Cinerama production will follow Louis de Rochemont's "Cinerama Holiday" into the specially-equipped theatres in Pittsburgh on April 19; Philadelphia, April 24; St. Louis, April 26; Dallas, May 1, and Cincinnati, May 7.

To Make 10 for Rank

LONDON, April 19.—Betty Box, Britain's first woman film producer, and Ralph Thomas have signed to produce and direct 10 films for the Rank Organisation. The first of their new films will be "Checkpoint," starring Anthony Steel and Odile Versois. A third "Doctor" comedy, starring Dirk Bogarde, MOTION PICTURE HERALD's Top British Money-Making Star of 1955, is among other productions planned.

Women's Club Votes Against Toll-TV

From THE DAILY Bureau

LOS ANGELES, April 19.—The Los Angeles District Federation of Women's Clubs at the 54th convention here passed a resolution unanimously requesting the Federal Communications Commission and Congress to make no ruling in favor of subscription television. The organization also requested that no legislation be passed changing the "fundamental system of broadcasting and telecasting in the United State devoted to free entertainment."

Superscope 235 in UK Technicolor Tie

LONDON, April 19. — Superscope 235 was unveiled to British trade representatives in RKO's private theatre here. After the screening of two demonstration reels, Joseph Tushinsky announced a tie-up with Technicolor here for the processing of Superscope prints. Special printing machines have been installed at the Technicolor plant which will operate as Superscope's centralized headquarters in Europe.

This new process is immediately available. Tushinsky also revealed that producer Hal Chester has just completed in England, "The Weapon" in Superscope 235. He has also arranged for five films to be produced in the new process in Munich. To date 30 Superscope films have been released.

Joseph and his brother Irving Tushinsky have left here for Paris, Rome and Munich. They will return here in three weeks.

AA Closes Holland Distribution Deal

Allied Artists International Corp. has consummated a long-term agreement with City Film, The Hague, Netherlands, for the exclusive distribution of Allied Artists product in that territory, it was announced by Norton V. Ritchey, president of Allied Artists International.

The deal was negotiated by Edwin J. Smith, AA International Corp. vice-president in charge of European operations, and H. P. Juten, of City Film.

City Film distributed Columbia Pictures product in the Netherlands until that company opened its own offices there.

'Diabolique' Cited

Mystery Writers of America, at its annual Edgar Allen Poe awards dinner at the Hotel Sheraton Astor here last night, gave a special award to "Diabolique."

Gov't Groups Hit Bill To Pay Unsuccessful Trust Suit Plaintiffs

From THE DAILY Bureau

WASHINGTON, April 19. — The Justice Department and Federal Trade Commission today jointly opposed legislation to have the U. S. government pay the costs of unsuccessful plaintiffs in anti-trust suits.

They testified before a House Judiciary Subcommittee on a bill sponsored by Rep. Roosevelt (D., Calif.). One provision of the bill would provide that an unsuccessful plaintiff in an anti-trust suit should have his costs and attorney's fees paid by the U. S. if the court certifies his suit was founded on probable cause. The Attorney General could try to get out of paying the costs by proving that the plaintiff could pay the costs without hardship.

Barnes Critical

Anti-trust chief Stanley N. Barnes told the subcommittee the provision "would in effect transform the Justice Department into a credit bureau." FTC chairman John Gwynne said the commission "does not favor the maintenance of private lawsuits by the United States."

Both Barnes and Gwynne supported, however, another provision of the Roosevelt bill to allow a successful private anti-trust plaintiff to recover costs not only where he seeks damages, but also where he seeks solely an injunction or other equitable relief. At present, a successful plaintiff can recover costs only in the former case.

Levy to Bryna

Charles Levy, formerly advertising-publicity director for Buena Vista Films and currently with 20th Century-Fox, has been appointed Eastern publicity representative for Bryna Productions. He will assume his new post before the end of the month to begin work on "Spring Reunion," which Bryna will place in production for United Artists release.

$75,000 Theatre Fire

TAYLORSVILLE, Miss., April 19. —The Melroy Theatre here has been destroyed by fire. The theatre, owned by Leroy McIntosh, suffered a loss of $75,000.

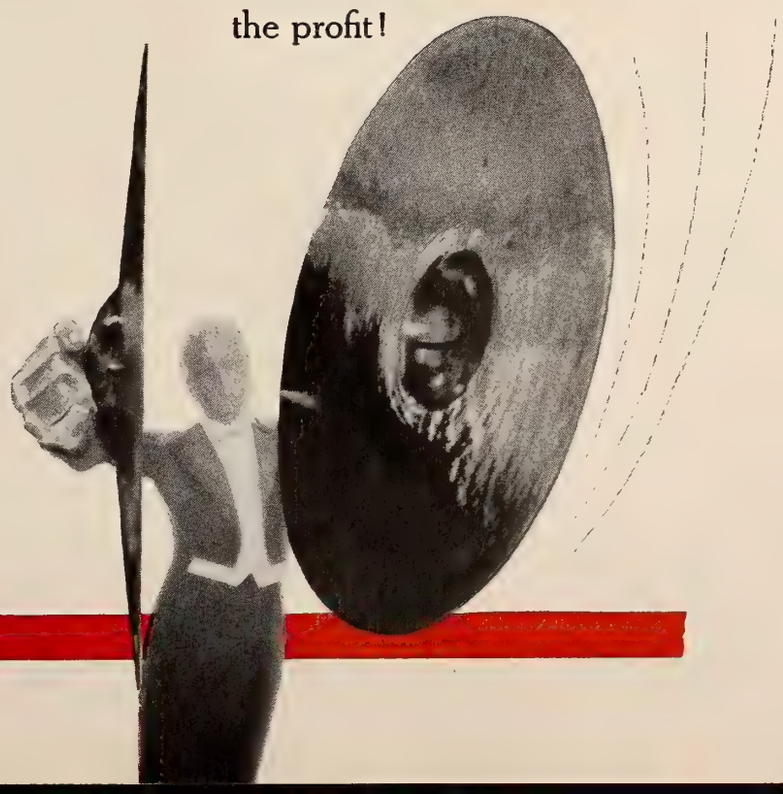
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
A Warner Bros. Picture
and The Music Hall's Great Easter Show

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

ALERTING ALL SHOWMEN

PARAMOUNT has a picture that ranks with the biggest. Its heap of boxoffice ingredients will reap a boxoffice pay-off that's certain to place it among 1956's top grossers. Hold plenty of time for it—start your planning now. Its profit is sure... and the *bigger* the planning, the *bigger* the profit!



TURN HERE

IF YOU LIKE BIG GROSSES, YOU'LL LIKE WHAT THIS ONE'S GOT–TO GET THEM!

IT'S GOT TODAY'S RED HOT STARS . . . Jimmy Stewart, star of "Rear Window," scores again with Hitchcock . . . teamed strongly with Doris Day in her first all-dramatic . . . showing her boxoffice triumphin "LoveMeOrLeaveMe" . . .





FILMED IN VISTAVISION–ON 3 CONTINENTS! Real locations that outdo the beauty of the Riviera in "To Catch A Thief." The VistaVision cameras swing from Hollywood to mysterious Marrakech in French Morocco, then to London for colorful spots, like famed Albert Hall.



GET IT AND GET YOUR BIG PLANS STARTED!

THE STORY-OF-THE-YEAR . . . In Hitchcock's hands, this terrific suspense script becomes his greatest. A murder, a kidnapping, an international plot . . . a web of excitement that grips in thrills . . .



PARAMOUNT PRESENTS

JAMES STEWART
DORIS DAY

ALFRED HITCHCOCK'S

THE MAN WHO
KNEW TOO MUCH

Directed by ALFRED HITCHCOCK · Screenplay by JOHN MICHAEL HAYES
Based on a Story by [illegible]
Color by TECHNICOLOR
VISTAVISION

Has Finance Plan

Urges COMPO Run Drive for New Patrons

Special to THE DAILY

WARREN, O., April 19. — A suggestion that the Council of Motion Picture Organizations undertake a national promotional campaign as soon as possible "to get people out of their homes and into the theatres" was made here by Leon Enken, Jr., vice-president of the Robins Amusement Co. of this city.

Such a campaign, it was further suggested, could be financed by payment of an additional small percentage of receipts by every theatre that plays a percentage picture. The sums would be matched by distributors and paid to Compo.

Sees Large Fund Possible

"Compo and the distributors," Enken said, "could estimate how much income they receive on percentage pictures from the theatres in the country. Based on this sum, they can arrive at a percentage which will be necessary to establish a campaign fund.

"I feel if this were employed for a period of a year we could have a large enough contribution to establish a fund for a few years. The theatres that do play percentage pictures are the ones who can afford paying the few extra dollars on a picture, which will also be matched by the distributor."

A similar call for a national promotional campaign by the industry designed to increase attendance was made recently by James Jovan, veteran Chicago independent exhibitor, who said that getting people away from television sets in the home and back into theatres is an urgent problem that must be tackled by the industry as soon as possible.

Suggestions by Goldenson, Lichtman

Last December, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, proposed to the Compo board of directors the formulation of a campaign to increase theatre attendance by selling the families of America on the beneficial aspects of theatre entertainment for wives and mothers who have been confined to the home by household duties throughout the day.

A Compo campaign to promote increased theatre attendance also was recommended earlier by Al Lichtman, former member of the Compo governing triumvirate.

"We all need now," Enken said, "a national promotional campaign to get people out of their homes and into the theatres. It is all well and good for the film companies to take out full page ads in national magazines promoting their individual picture. What we need is a campaign on billboards, in magazines and newspapers encouraging people to get the movie habit again."

REVIEW:

The Animal World *Windsor—Warner Brothers*

HOLLYWOOD, APRIL 19

IRWIN ALLEN, whose name and fame are destined to be linked forever with his production of "The Sea Around Us," which won him an Academy Award and brought both profit and prestige to the motion picture theatre, offers the trade, its customers and humanity at large another, a bigger and, in point of scope and balance, a better picture. "The Animal World," produced, written and directed by naturalist Allen, opens with the creation of the world—a splendidly managed representation in which science and the Bible are indicated as in agreement—and ends with "the moving creatures that have life" as they are today. Between the beginning and the end a great many of the creatures have disappeared from the face of the globe, and a great many which were not here in the beginning have arrived, by the laws of survival, and the processes of mutation, to live their time. The period covered is an estimated two billion years. An inestimable number of things can happen in that long a time, and the Allen camera makes a tremendous number of them happen on the screen.

As in the earlier picture, the Allen camera catches the single-cell organism in its beginnings, but whereas the first film limited its coverage to the creatures of the sea, this production follows the living things that learned to live on land, under all varieties of existence, and shows their development, through the eons of unrecorded history, some of them to today and some to their destruction in climatic eras beyond their power to cope with.

The picture, immensely informative and steadily fascinating as presented in color by Technicolor, was three years in the making; one year in preparation and two in actual work. Every inch of the footage was shot especially for the picture, producer Allen says, and the shooting was done by cinematographers in the service of scientific organizations in 27 countries of the world.

Harold Wellman, A.S.C., is credited as principal photographer. George E. Swink is down as production associate, narration written by Allen is spoken with excellent effect by Theodor Von Eltz and John Storm, and the music composed and conducted by Paul Sawtell is completely appropriate to the special requirements of a widely diversified subject. Running time 82 minutes. General classification. For release in June.

WILLIAM R. WEAVER

SPG to Consider Pact Proposals Tues.

The entire membership of the Screen Publicists Guild (District 65) will meet on Tuesday evening to ratify or reject contract proposals which have been worked out between SPG and company labor negotiators during a 12-hour meeting held here recently.

While the terms of the new two-year contract with Columbia, Universal, 20th Century-Fox and Warner Brothers have not been officially revealed, it was reported that "most of the SPG demands have been scaled down." The SPG has been seeking a 15 per cent increase in wages, additional vacation, tolerance and other fringe benefis.

It was also reported that SPG negotiators will meet with representatives of M-G-M today to draw up a collective bargaining agreement covering the Guild's unit at that company. M-G-M publicists recently organized and joined the SPG.

If the SPG membership approves the contract worked out with Columbia, Universal, 20th Century-Fox and Warner Brothers, it is expected that contract talks will be opened also at United Artists.

Patrons Give Reasons For Seeing 'Richard'

Thirty-two per cent of the total audience which has viewed Sir Laurence Olivier's production of "Richard III" at the Bijou theatre here came because they enjoyed Shakespeare and admired Sir Laurence, it was announced here yesterday by Ilya Lopert, president of Lopert Films, the releasing organization.

Lopert, who has recently completed an audience survey at the Bijou, where the VistaVision production currently is playing on a reserved seat two-a-day policy, said that 3,758 self-addressed postcards were the basis on which the facts and figures "have come to light."

He said that 32 per cent viewed the film at the Bijou because of their admiration for Shakespeare and Sir Laurence; 26 per cent because they had seen the film on the National Broadcasting Co. telecast and wanted to see it in color on a large theatre screen; 18 per cent because of publicity in magazines and newspapers; eight per cent because of newspaper advertising, and six per cent because of oustanding reviews. The balance came for assorted reasons, Lopert said.

TENT TALK

Variety Club News

LONDON.—The largest delegat ever to represent Great Brita Variety Club, Tent No. 36, will to New York on May 6 the Variety Club's International C vention, May 9 to 12, at the W dorf-Astoria Hotel. The party include Chief Barker Nat Cohen a crew members James Carreras, N man Harrington, Sir Thomas O'Bri Michael Frankovich and Cha Pearl; also barkers Leslie Faber, B jamin Rosenfeld and Lambert Go smith.

△

CHARLOTTE.—A ladies bric and canasta day is now a feature the Charlotte Variety Club on first Wednesday of each mon Ladies are invited to hold c parties in the clubrooms above Delmonico Restaurant. Saturd night parties have also been rein tuted at the club and a new featu a supper club program, is held on last Saturday night of each month.

△

ALBANY, N. Y. — The Alba Variety Club will co-sponsor Eastern United States Olympic b ing trials at Hawkins Stadium, two nights in August, dates yet to designated. Ben M. Becker, h orary member of Tent No. 9, a president of the Adirondack AA said that teams will come from N York, Philadelphia, Boston, Pit burgh, Cleveland and Toledo.

23 Stars to Perform For Asthma Home

Twenty-three stars of motion p tures, the stage, radio-TV and music world will perform in "Parade of Stars" at New Yor Town Hall on Saturday for the be fit of the Jewish National Home Asthmatic Children at Denver, it w announced by United Artists vi president Max E. Youngstein, gene chairman of the charity show a national chairman of the home's 19 fund-raising drive.

Morey Amsterdam, Martin Blo Sammy Davis, Jr., and Henry M gan will serve as masters of ce monies at the benefit entertainme climaxing "Attack on Asthma" We an intensive all-media campaign solicit contributions for the home a inform the general public about problems of asthma.

Other performers participating the "Parade of Stars" include Da Clark, Herb Shriner, Bobby Hack and his orchestra, Cab Calloway, Ja Carter, Eileen Barton, Al Hibbl Fred Robbins, Carmen McCrae, Ann Simms, Lanny Ross, Arn Stang, Jill Corey, the Bell Siste Jimmy Karmack, Josephine Premic Leo De Lion, Enzo Stuarti and B Sheva.

Met. Stock

(*Continued from page* 1)

sold for more than $10 per share, was explained, but the $10 per are figure marks the point where e trustee, under the court order, ust sell. Involved are 56,488 and 5 shares of Class A stock of Metro- litan Playhouses owned by RKO heatres, representing 20 per cent of e Class A stock of Metropolitan, d 17 per cent of Metropolitan's tal outstanding stock.

Deadline Lifted

Judge Murphy, in his order, also ted the April 20 deadline as sug- sted by trustee Alger, with a quali- cation that the government has a ght to ask the court for a reimposi- on of a new time limit at a later ate. The order, in addition, provides at the dividends of Metropolitan held by the trustee and not be rned over to RKO Theatres. Over e objections of the trustee, the urt granted the continuance of the overnment's right to ask court ap- oval of a sale at less than fair mar- et value. Under terms of its con- nt decree, RKO Theatres was re- uired to divest itself of its stock terest in Metropolitan.

RKO-Atlas Merger

(*Continued from page* 1)

erger agreement with RKO, four ares of the new Atlas common ould be given for each five and one- uarter shares of RKO stock. The ombined assets of all the merged ompanies would total well over 100,000,000.

Diplomat AMPP Guest

HOLLYWOOD, April 19.—French mbassador Maurice Couve de Mur- ille, here to address the World Af- irs Council next week, will be uest tomorrow at a luncheon ten- ered him by the Association of Mo- on Picture Producers. The luncheon ill be held at the M-G-M studio.

Irving Weingart Dies

Funeral services for Irving Wein- art, 67, well-known vaudeville book- ng agent, will be held today in the Vestminster Chapel, Brooklyn. Wein- art, who retired a few years ago on ccount of illness, was connected with he Marcus Loew Booking Agency or more than 40 years.

Gobel's Open House

Paramount has invited trade press ditors, New York film critics, report- rs and radio commentators to "drop in" at the Paramount Theatre on unday to view George Gobel's stage erformance and later to meet the ar of "The Birds and the Bees" ackstage.

Lober Goes South

Louis Lober, general manager of he United Artists foreign depart- ent, will depart by air on Sunday or Bogota, first stop in a tour of he company's offices in Central and outh America.

As Chicago Convention Ends

NARTB Groups to Meet on TV Code; Explore Self-Regulation Methods

From THE DAILY Bureau

CHICAGO, April 19.—As the 34th annual NARTB convention and tenth annual Broadcast Engineering conference came to a close today, sessions primarily dealt with what might be termed an array of odds and ends. There were, however, some important highlights in connection with television film.

It was decided that subcommittees of the Television Code Review Board of the National Association of Radio and Television Broadcasters and the Alliance of Television Film Producers, Inc., would meet in May to explore ways and means of coordinating their respective efforts toward self-regulation. Code review board chairman G. Richard Shafto, WIS-TV, Columbia, S. C., who made the announcement following conferences with Hal Roach, Jr., president of Alliance, said the meeting will pursue the recently announced policies initiated by the Code Review Board aimed at providing opportunity for producers and distributors of television films to participate actively in the NARTB television code. Members of respective subcommittees will not be named until next week.

B. L. Friend Heads Workshop

It was also announced that a special film workshop, to be conducted by the American Film Assembly on April 26 at the Morrison Hotel, will include in its program talks on television film production. Byron L. Friend, president of Telecine Film Studios, Park Ridge, Ill., was appointed chairman of the workshop sessions.

Youngstein Honored

(*Continued from page* 1)

evening at New York's Town Hall.

The presentation, to be made by Dane Clark, will honor Youngstein's leadership of the nationwide "Attack on Asthma" campaign. The "Joey" Award commemorates a Jersey City youngster who arrived—too late for treatment—at the Jewish National Home for Asthmatic Children, in Denver, which sponsors the "Attack on Asthma" drive.

Lefko to Paramount

(*Continued from page* 1)

assume his new duties. During this assignment he will operate out of Paramount New York headquarters.

As yet there has been no announcement concerning Lefko's successor in this area.

Honor Wilma Bashor

HOLLYWOOD, April 19.—Wilma Bashor, executive director of the Motion Picture Relief Fund, will be guest tomorrow at a luncheon tentestimonial dinner given by Jean Hersholt, president, and other officers of the MPRF.

The dinner will honor Miss Bashor's 25 years of service to the organization.

Goldenson

(*Continued from page* 1)

the spiral is continuing for the first week of the second quarter.

The AB-PT president, commenting on the recent announcements of 20th Century-Fox and Hecht-Lancaster companies on their respective talent-building programs, hailed the moves as "very encouraging." Long an advocate for the development of new motion picture talent, Goldenson said the moves indicate that the advocacy of a solution to the talent problem seems to be bearing fruit.

Referring to the second quarter, he added that it looks like a more even flow of quality product has been achieved, as compared to the same quarter last year.

Charleston House Burns

CHARLESTON, S. C., April 19.—The Pembroke Theatre here was destroyed by fire.

Tax Relief

(*Continued from page* 1)

tion from the television industry, may also wish to consider further relief in the admissions tax field."

The subcommittee's recommendation, while it certainly does not guarantee action by the full committee, does give the industry an important boost in its attempts to get a full committee hearing or vote on the King Bill. That measure would exempt from admissions tax any admission price through $1.

The industry's campaign for tax relief also got a slight indirect assist from a study by the staff of the House-Senate Economic Committee, which said that the Federal surplus this year and next would be far larger than the Treasury had predicted. In the wake of this prediction, income tax cut talk flared up in the House and Senate. A larger-than-anticipated surplus could also help any drive for excise tax relief as well as for income tax cuts.

Kramer Returns

Sidney Kramer, RKO's foreign sales manager, returned yesterday from a two-month business tour of RKO offices in the Far East. Kramer arrived from Sydney, Australia, via San Francisco. On his trip, the foreign sales executive made stops in Tokyo, Hong Kong, Manila, Singapore, and then Sydney.

I'M ON MY WAY...



...to one of the 6,000 theatres ALTEC is proud to number among its satisfied customers.

"In that bag I carry are numerous special instruments expressly designed by ALTEC to assure the best possible sound service procedures.

"In the trunk of my car are ALTEC instruments, tools, and test films to achieve maximum quality performance of all types of sound systems.

"200 other ALTEC field engineers are similarly equipped.

'Accompanying us every step of the way are the resources, technical-know-how and reputation of ALTEC SERVICE CORPORATION, the finest sound service organization in the motion picture industry.

"Are YOU on my call list?"

ALTEC SERVICE CORPORATION

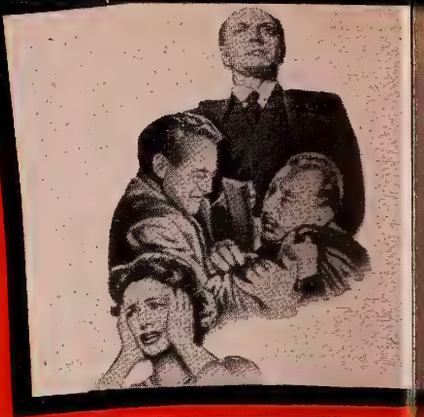
161 Sixth Avenue
New York 13, New York

SPECIALISTS IN MOTION PICTURE SOUND



"PACKS A TERRIFIC WALLOP!"

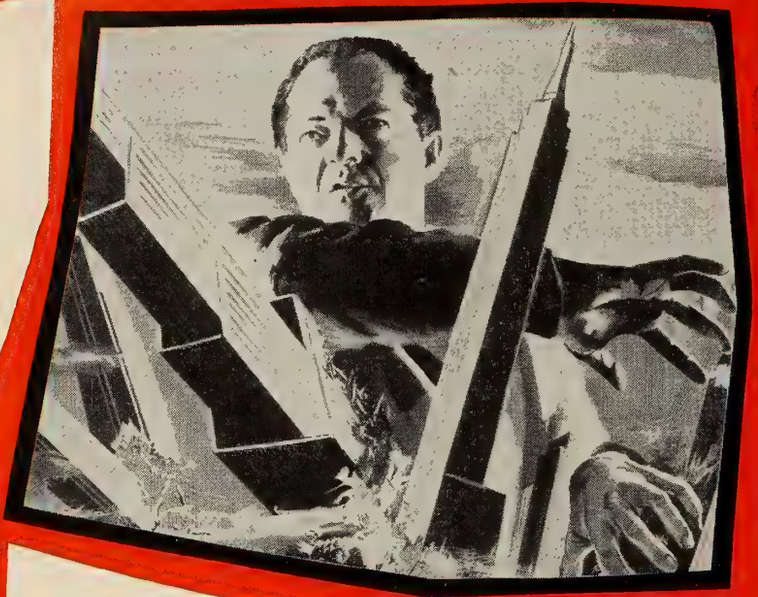
—M. P. DAILY



"Highest Rating! Impact and suspense!"
—N. Y. DAILY NEWS

"A-1 movie! Absorbing! Fascinating! Powerful!"
—N. Y. DAILY MIRROR

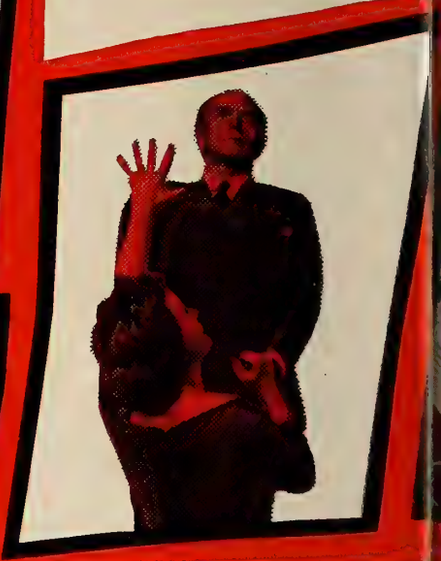
"Powerful stuff! Highly dramatic!" —BOXOFFICE



"Powerful drama!"
—N. Y. TIMES

"Should be a top boxoffice grosser!"
—HARRISON'S REPORTS





"Tightly knit! Tensely and sharply played drama!"
—FILM BULLETIN

"Fine picture making! Intensely gripping!"
—VARIETY



"Superior!" —N. Y. POST

"Excellent! Emotionally powerful!"
—SHOWMEN'S T. R.

GREAT REVIEWS

SET THE PATTERN

FOR GREAT BOX OFFICE!

VAN HEFLIN IN

"PATTERNS"

...OF POWER!

and featuring

EVERETT SLOANE · ED BEGLEY · BEATRICE STRAIGHT · ELIZABETH WILSON

Original & Screenplay by Rod Serling · Director of Photography Boris Kaufman, A.S.C. · Directed by Fielder Cook

Produced by Michael Myerberg · A Jed Harris & Michael Myerberg Presentation



THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 78 NEW YORK, U. S. A., MONDAY, APRIL 23, 1956 TEN CENTS

EDITORIAL

Important New Sources of Product

By Sherwin Kane

PUZZLING to many is the seeming lack of exhibitor excitement over new sources of product, constantly being announced, at a time when so many theatre operators are complaining of a product shortage and are advancing as, presumably, the only cure for it, government authorization to divorced circuits to engage in production.

•

Every thinking exhibitor knows that if that authorization were to come today not more than two of the five divorced circuits would be interested in considering a venture into production in the foreseeable future, for reasons spelled out in this space earlier.

If either or both of the two circuits did avail themselves of a Federal clearance, the net result possibly might be two to five features, for release to their own theatres first, some 18 to 24 months from now.

It seems pertinent to inquire again: Is that what it takes to end the current product shortage?

•

Meanwhile, new sources of product come into being daily, not only in the form of newcomers to the rapidly expanding field of independent production, but also in such patently important forms as the reconstituted RKO Radio and the tremendously significant C. V. Whitney Pictures, Inc. News of the latter's production plans are reported elsewhere in this issue. Both not only have completed product of box office potency ready for release but also have plans for continuing production and delivery of top quality films to be sold without pre-emptive rights to anyone.

•

But if there has been any unusual exhibitor excitement over these and similar developments, an observer couldn't tell it from faithful perusal of exhibitor organiza-

(*Continued on page* 2)

Television Today

IN THIS ISSUE **PAGE 12**

- **A report from Chicago, where life at the Conrad Hilton continues after the record-breaking, 34th annual convention of the National Association of Radio and Television Broadcasters.**
- **Spotlighting other news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

At St. Louis Meeting

Federation Urges Producers to Curb Brutality; Opposes Legal Censorship

Special to THE DAILY

ST. LOUIS, April 22.—The Federation of Motion Picture Councils went on record urging all producers to curtail brutality and violence in motion picture entertainment in treatment and in detail in all their productions.

Another resolution, passed at the Federation's annual convention here, opposed legal censorship involving restraint and expressed the intention of encouraging, supporting and cooperating with the Motion Picture Association of America in its program of voluntary self-regulation. The resolution also expressed confidence in the ability and experience of the board of directors of MPAA to determine if and when changes in the Production and Advertising Codes

(*Continued on page* 8)

See More Foreign Films, Hetzel Tells Federation Meeting

By BARBARA CALLAHAN

ST. LOUIS, April 22. — Ralph D. Hetzel, Jr., vice-president of the Motion Picture Association of America, on Friday urged delegates to the second annual conference of the Federation of Motion Picture Councils here to see and promote foreign motion pictures.

Hetzel said the motion picture producers of other countries have a right to the American market based on the merit of their products. He

(*Continued on page* 8)

SMPTE Convention Program Shaping Up

Aspects of the TV film commercial will be the topic for discussion at the May 1 session of the 79th semi-annual convention of the Society of Motion Picture and Television Engineers in New York.

The submitting of papers and a panel discussion on planning, pro-

(*Continued on page* 6)

Distributors Cool to Myers' Proposal for All-Industry Parley

The proposal for an all-industry parley "to rescue the industry from the doldrums" which was advanced by Abram F. Myers, general counsel for Allied States Association, has received "a cool reception" in top-echelon distribution circles, it was indicated by some company sales heads.

A veteran distribution executive, who asked that his name be withheld, declared that a big joint parley among exhibition and distribution leaders "would be a waste of time because

(*Continued on page* 6)

Seven in View

Whitney Firm Organizing on Lasting Basis

In Market for Top Story And Talent Material

C. V. Whitney Pictures is a permanent organization and intends to sign personalities and have a permanent staff of picture-making artisans, C. V. Whitney, president, told trade press representatives at a luncheon at 21 Club here on Friday.

With the company's first picture, "The Searchers," directed by John Ford and starring John Wayne, now in distribution, and its second, "The Missouri Traveler," in work, Whitney disclosed additional productions and plans for the immediate future.

He said the company will produce three types of pictures: the American Series, Nature Dramas and Films of Fantasy.

"The Searchers," "Missouri Traveler," a third production, now in

(*Continued on page* 8)

'Floating Cinerama' Plan Is Rejected by Committee of House

From THE DAILY Bureau

WASHINGTON, April 22.—The full House Appropriations Committee rejected the administration's "floating Cinerama" plan.

MOTION PICTURE DAILY earlier reported that a subcommittee had turned down the plan. The scheme involved appropriating $3,790,500 to

(*Continued on page* 8)

SSBC Hopes to Set Hearing Date Today

From THE DAILY Bureau

WASHINGTON, April 22.—The Senate Small Business Subcommittee studying film industry trade practices hopes to set a date tomorrow for hearing distributor witnesses. Subcommittee officials had hoped to know last week, but chairman Humphrey (D., Minn.) was tied up in other matters.

PERSONAL MENTION

JOHN C. FLINN, Allied Artists national advertising and publicity director, will arrive in New York today from Hollywood.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Des Moines from New York.

•

PINKY HERMAN, Eastern television editor of MOTION PICTURE DAILY and conductor of the "Television-Radio" column, left here over the weekend for a two-week vacation in Miami.

•

ALEX HARRISON, general sales manager for 20th Century-Fox, returned to New York over the weekend from Toronto.

•

MOREY GOLDSTEIN, vice-president in charge of sales for Allied Artists, has returned to New York from Florida.

•

JAMES VELDE, United Artists general sales manager, returned to New York over the weekend from Toronto.

•

LILLIAN GERARD, vice-president of the Paris Theatre here, left New York last night for Europe.

•

MARK ROBSON, director, will leave here today for London via B.O.A.C.

•

SHIRLEY JONES arrived here on Saturday from London via B.O.A.C.

•

JOEL PRESTON, publicist, has left Hollywood by plane for London.

Perlberg and Seaton Plan 'Proud' Tour

Producer William Perlberg and writer-director George Seaton will tour Europe on behalf of "The Proud and Profane," a Paramount release, before covering the domestic big cities. The picture will open in New York and Los Angeles in late June, with general release set for August.

Perlberg, who arrived in New York yesterday, will sail for Europe Wednesday to cover London, Paris, Marseilles, Madrid and Rome. On Perlberg's return to the U. S. in early June, Seaton will leave for a similar task in Edinburgh, Dublin, Brussels, Berlin, Copenhagen and Stockholm. Paramount's foreign department is setting up press luncheons and screenings in each city. They'll team up in the U. S. during July for a swing through major U. S. cities, prior to the general release in August.

EDITORIAL

(*Continued from page* 1)

tion bulletins and press releases.

The steady, new flow of quality product goes unheralded and seemingly unwelcomed by them. But the empty and well nigh meaningless cries for government approval of production by divorced circuits continues to be pressed upon numbers of well-meaning legislators.

Even the latter, like many exhibitors, must be asking why.

'Butterfly' Opening Tonight at Baronet

Diplomatic officials and stars of the entertainment world will attend tonight's benefit American premiere of the Technicolor Japanese-Italian co-production, "Madame Butterfly," at the Baronet Theatre. All proceeds will go to the Hospitalized Veterans Music Service of the Musicians Emergency Fund.

Filmed in Rome, Italy, with authentic Japanese sets and costumes, the production is released here by IFE. The voices of Metropolitan Opera stars, among them Giuseppe Campora, Orietta Moscucci and Anna Marie Canali, are featured throughout the film, which is based entirely upon the opera by Puccini.

Honor Fox's Brown For 30-Year Service

A. A. Brown, a veteran of nearly 30 years service on Fox Movietone News' New York staff who is retiring later this month, was honored Friday night at a dinner staged by more than 100 of his fellow-workers.

Producer Edmund Reek and general manager Jack Raney led the group that honored Brown. In a wire to the retiring employe, 20th Century-Fox president Spyros P. Skouras said, "Congratulations to you with all my heart on the occasion of your retirement after a quarter of a century of wonderful service to Movietone News."

'Oklahoma!' Set for Three More Cities

Rodgers & Hammerstein's "Oklahoma!", produced in Todd-AO, now in its seventh month at the Rivoli Theatre here, will open in three more cities within the next few weeks, it was announced by Ted O'Shea, vice-president and general sales manager of Magna Theatre Corp., distributors of "Oklahoma!".

The next opening will take place on Wednesday at the Tivoli Theatre, Toronto, followed by the Strand Theatre, Milwaukee, on May 4. On May 10, "Oklahoma!" will open at the Allouette Theatre in Montreal.

$25,000 Collected by 'Parade of Stars'

Some $25,000 was collected for the Jewish National Home for Asthmatic Children at a "Parade of Stars" show Saturday night at New York's Town Hall that included the presentation of the first annual "Joey" award to United Artists' vice-president Max E. Youngstein for his leadership as national chairman of the home's fund-raising drive.

Recipients of other awards were Mrs. Fannie Lorbber, founder and president of the non-sectarian Home in Denver; Dr. M. Murray Peshkin, founder of the medical program at the Home and Mrs. Ivan K. Netter, treasurer of the program. The fund-raising campaign has a multi-million dollar goal for the construction of a Research Institute at Denver to find the cause and cure for the asthma disease.

'Mohawk' Premiere In Upstate N.Y.

AMSTERDAM, N. Y., April 22.—Edward L. Alperson's "Mohawk," in color, starring Scott Brady, Rita Gam and Neville Brand, will have its world premiere at the Mohawk Theatre here tomorrow, launching a 100-theatre saturation opening in this area for the 20th Century-Fox release.

Coincidental with the premiere, a special travelling unit from Hollywood will arrive here tomorrow as part of its 29-city tour of the Mohawk Valley to pre-sell the drama.

Bach to Represent IFE in Buff., Pitts.

Rudolf Bach has been named sales representative for the I.F.E. Releasing Corp. in Buffalo and Pittsburgh, with headquarters in Buffalo, it was announced by Manny Reiner, general sales manager. Bach succeeds Lou Lieser, who resigned.

Bach formerly was sales representative for Allied Artists, covering the Buffalo-Albany territory, and prior to that represented Lippert Films in Detroit, Albany, Buffalo and Cleveland.

Mayer & O'Brien Out As Academy Publicist

HOLLYWOOD, April 20.—The Academy of Motion Picture Arts and Sciences, and Mayer & O'Brien, Inc., public relations firm which has represented the Academy for the past nine years, will terminate this relationship on April 13th, it was jointly announced following a meeting of the Academy board.

The stated reason for the move was the M&O request that the annual fee be doubled.

NTS Sales Meeting With Allied of N.J Slated May 27-29

National Theatre Supply will a sales meeting in conjunction the 37th annual convention of th lied Theatre Owners of New J which will take place at the Cor Hotel, Kiamesha Lake, N. Y., on 27-29, it has been announced ATONJ convention chairman Ric D. Turtletaub.

Turtletaub said that Walte Green, president of National Th Supply, and several of his br representatives will attend the AT meet and plan to hold a sales me at the Concord Hotel.

Decision on Starrs' Theatre Due Soon

NASHVILLE, Tenn., April With work to begin shortly on Capitol Hill redevelopment pr Judge Elmer Davies, of U. S. Di Court, must render a decision on whether the Bijou Theatre, o and operated by Alfred Starr, fo TOA president, and his brother, ton, will be torn down under demnation proceedings by the N ville Housing Authority. A Starr, on the stand, maintained the Bijou property is not needed the project.

Maurey to Canada

Nicole Maurey, star of RKO's Bold and the Brave," will leave morrow for Canada to publicize opening of the Irving H. L presentation in five Montreal the next week. Mlle. Maurey will b companied by Alan Bader of RKO Publicity Department. The which will show the war romance the Snowdon, Outremont, Papin Strand and Seville.



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"the Continentals"— two flights daily!

UNITED AIR LINES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

ul Gross has been appointed ager of the Thompson Theatre the M & T Drive-in at Hawkins- Ga., replacing **Emmett Grims-** who resigned to go into business himself. **Mrs. Pat Cowan** has named assistant manager of the npson.

¤

ck Leonard has been named ad- sing manager of Florida Thea- **Dan Sangaree** is the new man- of the circuit's Fourth Street e-in at St. Petersburg, succeeding **Kimbrell,** who became manager e Ritz at Sanford, Fla.

¤

m Clark, former manager of the in circuit's Grand Theatre in rsville, Ga., will move to the in Theatre, Americus, Ga. **Ed- Cox** has been shifted from the d at Cartersville to the man- hip of the Grand. **Lloyd Red-** moves from the Legion Theatre, rsville, to the Carol, Alberts- Ala.

¤

arles Whittington has been manager of training for Mar- Thompson Theatres of Georgia.

¤

lton Howe has been named as- it director of publicity and Phil lorf editorial assistant of RKO os.

¤

chael Laurence has been ap- ed director of publicity and c relations with Dynamic Films, producers of TV, industrial and nercial films.

¤

rtrude Jobes, a former secre- o **George Skouras,** president of as Theatres, has written a novel, Happy Family," published by nt Press.

y City Screenings : 'Catered Affair'

G-M will hold all-industry ings of "The Catered Affair" l exchange centers during the of April 30. Each of the ings will be held in a theatre en regular showings of the cur- ttraction.

decision to invite all phases of ndustry to the M-G-M theatre ings follows a successful sneak w of "The Catered Affair" at s Lexington in New York.

eatre owners, buyers, bookers, managers, branch managers of companies as well as M-G-M representatives, TV and radio ts and show people are being d to the special theatre ngs.

Sees Criticism of Brutality Justified

Shurlock Calls Delinquency Report Intelligent, Constructive, Temperate

Special to THE DAILY

ST. LOUIS, April 22.—Commendation of the report of the Senate Judiciary subcommittee studying juvenile delinquency, which combined criticism and praise of the motion picture industry, was voiced here on Friday by Geoffrey Shurlock, director of the Production Code Administration, in an address before the convention of the Federation of Motion Picture Councils.

Shurlock called the report of the subcommittee, which is headed by Sen. Estes Kefauver (D., Tenn.), "intelligent, constructive and temperate." He also took up the criticism dealing with excessive brutality contained in the subcommittee's report, which was covered in the March 26 issue of "MOTION PICTURE DAILY."

Cites Results Being Shown

The PCA, Shurlock said, since November, 1954, has waged a campaign against excessive emphasis on violence and brutality on the screen and "the results are now beginning to show." He compared the current treatment in "Jubal" with "Shane" of three years ago, and "Crime in the Streets" with "Blackboard Jungle" of two years ago, as examples in the de-emphasis on brutality. Shurlock drew a distinction between violence, which he said is a valid element of drama, and brutality, which he saw as an overemphasis on individual personalized scenes, "showing details inserted for their shock value."

Shurlock's commendation of the subcommittee report was in contrast to the position taken by Motion Picture Industry Council president Ronald Reagan, who contended that "the investigation findings of the committee were based on testimony of a few prejudiced witnesses." The committee in its report said that the industry should liberalize its Production and Advertising codes, and then stick to them better than at present. It also praised the industry's self regulation, among its criticisms and proposals.

The PCA administrator, in his 46-page address, informed the convention that currently the Code and its machinery are up for examination before a committee of industry experts to see whether or not there is room for broadening and updating. "This is in line with the fact that the Code is part of a growing, expanding and maturing industry," he said. Shurlock pointed out that the Code has lost its sanctions, since the theatres were freed from adherence to it, in 1942, adding producers and distributors have adhered to the Code since then, "not because without its seal they could not get into theatres; but because they considered it a good thing for films and also for the film audiences."

Better Than 'Enforcement'

"If this can be made to stick in the future, as it has in the past, it is of course much better than any attempt to enforce the Code by means of fines or other sanctions. The Code was accepted freely by the industry, in the first instance. Like our Constitution, it exists by the will and consent of those governed, and not out of fear of reprisals," he continued.

Shurlock reviewed the history of the Code, its wide acceptance both in the U. S. and abroad by mass audiences, described how the Code machinery works and discussed other facets of the trade, varying from what is considered an adult picture to what is viewed as salacious.

Report 32 Key Cities Bidding on 'Richard'

Theatres in 32 key cities across the nation have put in bids for Sir Laurence Olivier's production of "Richard III" which is being distributed domestically by Lopert Film Distributing Corp., is was learned.

At present, the VistaVision film is now playing on a roadshow basis in New York, Washington and Memphis and will open in San Francisco on Thursday. It will open next month in Los Angeles and Philadelphia.

Top Situations Included

According to a Lopert official, among the cities which are bidding for "Richard III" are Boston, Cleveland, Chicago, New Orleans and Atlanta.

Commenting on the business being done in the present engagements, the Lopert official said that "business has been very good."

'Locomotive Chase' Release on June 20

The national release date for Walt Disney's newest feature, "The Great Locomotive Chase," has been set for June 20, it was announced by Leo F. Samuels, president and general sales manager of Buena Vista, distributors of Disney productions.

The Technicolor-CinemaScope film will have its world premiere in Atlanta on June 8.

New Zimmerman Post

William Zimmerman, former vice-president for Gregory-Goldman Productions, has been appointed vice-president of the Wolfson Management Corp., it was announced by Erwin S. Wolfson, president of the real estate concern. Zimmerman previously was vice-president, director and general counsel of RKO Radio and RKO Pictures Corp.

June 22-July 3

5 U.S. Films For Festival In Germany

Three feature-length American films and two short subjects are to be entered in the sixth annual International Film Festival in Berlin June 22 to July 3.

Twelve Federal Film Prizes, comparable to America's "Oscars," are to be awarded by the international jury and a public vote. Representatives of the U. S., France, Italy, Great Britain, Japan, South America and Germany will serve on the international jury that will select awards for the best full-length feature film, feature length documentary or cultural film, and short documentary. Accordingly, two prizes will be given in each category, one the most artistic film, the other the best production.

The Public Will Vote

The public vote, determined by admission tickets which permit patrons to cast votes, will award prizes for the best direction of a feature film, best performance by a female player, best performance by a male actor, best feature film, best documentary film and best cultural production.

Both the German Federal Republic and the Berlin Senate have joined to organize the film festival in cooperation with the SPIO, the foremost organization of the German Film Industry.

WB, Loew Officials Report Stock Buys

WASHINGTON, April 22.—The Securities and Exchange Commission reported here that a number of industry executives were active in March in stock tradings.

The SEC reported that Harry M. Warner, president of Warner Brothers, bought 6,800 common shares and made gifts of 3,500, making his holdings 105,550 shares. In addition, Warner has trust holdings of 13,700 shares.

Arthur M. Loew, president of Loew's Inc., bought 33,000 common shares, increasing his direct holdings to 34,000 and Charles C. Moskowitz, vice-president of Loew's Inc., bought 15,000 shares of common stock, increasing his direct holdings to 20,500 shares, the SEC said.

It was also disclosed that Roger L. Stevens, a director of the City Investing Co., sold 2,300 shares of common stock reducing his direct ownership to 11,338.

USO Awards Luncheon

Leaders of the theatre industry will be honored for their cooperation with the Armed Forces at a USO Awards luncheon, which will be held at Sardi's Restaurant here on Friday, it was announced by Jim Sauter.

20TH IS BUSTIN' OUT





A masterpiece of suspense and deduction!

You'll find out why Mamie Stover had to leave San Francisco!

JANE RUSSELL · RICHARD EGAN

The Revolt of MAMIE STOVER

COLOR by DE LUXE

CINEMASCOPE®

co-starring JOAN LESLIE

with AGNES MOOREHEAD

MICHAEL PATE

Produced by BUDDY ADLER · Directed by RAOUL WALSH · Screenplay by SYDNEY BOEHM

Based on the Novel by William Bradford Huie

VAN JOHNSON · VERA MILE

23 Paces to Baker Street

COLOR by DE LUXE

CINEMASCOPE®

also starring

CECIL PARKER

Produced by HENRY EPHRON

Directed by HENRY HATHAWAY

Screenplay by NIGEL BALCHIN

Based on a Novel by Philip MacDonald

L OVER IN JUNE!





The spectacular story of D-Day . . . and a searing romance!

In the tradition of Wyatt Earp, Billy the Kid, Bat Masterson, Jesse James!



ROBERT RYAN · VIRGINIA MAYO · JEFFREY HUNTER

THE PROUD ONES

COLOR by DE LUXE
CINEMASCOPE®

also starring ROBERT MIDDLETON
with WALTER BRENNAN
RODOLFO ACOSTA • ARTHUR O'CONNELL
Produced by ROBERT L. JACKS
Directed by ROBERT D. WEBB
Screenplay by EDMUND NORTH and JOSEPH PETRACCA
From the Novel by Verne Athanas

ROBERT TAYLOR · RICHARD TODD · DANA WYNTER · EDMOND O'BRIEN

D-DAY

THE SIXTH OF JUNE

COLOR by DE LUXE
CINEMASCOPE®

with JOHN WILLIAMS
Produced by CHARLES BRACKETT
Directed by HENRY KOSTER
Screenplay by IVAN MOFFAT and HARRY BROWN
Based on the Novel by Lionel Shapiro

Distribution

(*Continued from page* 1)

issues could only be discussed in generalities and not in specifics."

He said that while Myers' proposal "may have some merit," it is up to the company presidents to decide on the matter. Company presidents were unobtainable for comment on the proposal.

The veteran sales official, mulling the proposal over, said that he was of the opinion that "more progress could be made if a small group of exhibition leaders would sit down with distribution company executives to work out any issues on an individual basis."

Walter Branson, vice-president in charge of world-wide distribution for RKO Radio Pictures, said that the Myers' conference plan "needs further study." He too was of the opinion that no conclusions could be reached in a large meeting.

Sees Conference Futile

A United Artists sales executive stated that "no one could sit down and discuss the future line-up and sales policies of UA because its picture policies are set by the producers. Each producer controls his destiny."

Myers, last week, advanced a plan whereby top executives of the industry should meet to consider thoroughly what each branch, each organization and each individual can do to rescue the business from the doldrums, to fully exploit the pictures as they are released and to entice millions of lost customers back to the theatres.

Quinn Dies; 30 Years With Rep. Subsidiary

Frank P. Quinn, 53, New York sales representative for Consolidated Molded Products Corp. of Scranton, Pa., a subsidiary of Republic Pictures Corp., died suddenly. Funeral services will be from St. Paul's Church, Scranton, this morning.

Quinn, formerly a resident of Dumont, N. J., had been with Consolidated for 30 years. He leaves a wife and son.

Sullivan to Japan

Ed Sullivan of "The Ed Sullivan Show" will leave here today, accompanied by his wife, for Tokyo to film a special short subject on the M-G-M production of "The Teahouse of the August Moon," is was announced by M-G-M. The short will be utilized by Sullivan on one of his Sunday evening television shows this Fall, the film company said.

Gerard to Europe

Philip Gerard, Universal Pictures' Eastern publicity manager, left New York by plane last night for Europe in connection with pre-production publicity plans on "Interlude," co-starring Rossano Brazzi and June Allyson, which will go into production in Munich in mid-June.

Most Ads There, They Tell Wile

Amusement Pages of Newspapers Film 'Directory,' Say Distributors

By LESTER DINOFF

The major portion of motion picture advertising is placed on the amusement pages of a newspaper "and not in other sections of a paper" because to an audience which shops for its entertainment, the amusement section is considered "a directory." This is the viewpoint shared by the advertising directors and managers for the major distribution companies here in answer to an opinion expressed by Robert A. Wile, executive secretary of the Independent Theatre Owners of Ohio, in that organization's bulletin, that "many of our former customers—the great lost audience—aren't reading the amusement page."

Wants Smaller Ads

Wile, in effect, stated that the size of motion picture ads in amusement pages should be smaller and should be spread throughout the whole newspaper to appeal to people who read only special sections of a paper. He said that "for example, last week, United Artists took a double truck in the Cleveland 'Plain Dealer' plugging 'Alexander the Great.' This cost about $2,000 or more. Fantastically large ads are often placed on the amusement page. But the tragic part of it is that often this money is wasted. The reason is that many of our former customers—the great lost audience—isn't reading the amusement page. The task of advertising and publicity, therefore, is to reach those people who had not considered going to a movie. Those who have considered the idea and consulted the movie page of their newspaper were no doubt influenced by the ads they read. But since they were seeking the information anyway, a much smaller ad would have appealed to them.

"Would it not be much better to take the 320 inches spent in a double truck ad and put four inches each on 80 different pages of the Sunday paper? They could be on the sports pages, on the women's pages, in the financial section, the hobby section, the gardening pages, mixed with department store ads—in short, everywhere in the paper."

Urges Creation of Demand

"The theatres have no influence on the type of production. Instead of decrying a picture, already produced and saying, 'It would have done business if . . .', the theatres as well as the advertising men in the film companies must adopt the attitude, 'This is the picture. Let's sell what it's got to the public even though we think that it should have had thus and so in it.' A dress manufacturer who finds he has red dresses with blue polka dots and that women won't wear them can do one of two things; he can either sell them at a loss, give or throw them away, or do something to create a demand for red dresses with blue polka dots.

"If a picture has a sports angle, sell it to them men on the sports pages. If enough demand is created among men, they'll bring their wives. 'Pattern,' for example, can be sold on the financial pages. And don't sell them short; millions of people are in the stock market today and read those pages avidly. 'The Man in the Gray Flannel Suit' can be sold on sports, financial, business, women's pages and many other ways. Musicals could be advertised in the general news sections of the paper. And don't neglect the television pages for such fare as 'The Birds and the Bees,' he said.

Wile also said that "Mr. Distributor, when doing this, let the theatres place the ads. You write 'em because you know how. But let the theatres place them so they can leave out all the credits and make them look different from the ordinary movie ads which people are apparently not looking at."

Roger Lewis Replies

Roger H. Lewis, national advertising, publicity and exploitation director for United Artists, which is releasing "Alexander the Great," initially explained in reply to Wile's statement that the purpose of the double truck ads for the picture is to achieve "effect and importance." He tempered his viewpoint on Wile's statement by saying that "if you have enough time and money to advertise, the whole paper would have film ads. However, we must have amusement page advertising for the basic film audience turns to these pages in selecting its entertainment. They use these pages as a directory."

Lewis was backed up by Howard LeSieur, national director of advertising and publicity for Columbia Pictures, Ben Grimm, advertising manager for RKO Radio Pictures, Steve Edwards, advertising and publicity director for Republic Pictures, and Jeff Livingston, advertising director for Universal Pictures, all of whom were in accord that amusement page advertising is a "must" and shouldn't be abandoned for "run of the paper advertising."

Seadler for Focussed Fire

Si Seadler, M-G-M advertising head, said that "when you spread your fire, you lose out, but when you concentrate it, you hit the bulls-eye." He also wanted to know if Wile, or any of the ITOO members, showed film trailers advertising their next attraction in the neighboring grocery store, instead of in the theatre. "This is a comparable situation," he said.

Martin Davis, Eastern advertising and publicity director for Allied Artists, said that "amusement page advertising is the mainstay." The bulk of film ads must be in the amusement section and then could be supplemented with other advertising other sections."

Rodney Bush of 20th Century pointed out that motion picture vertising in every section of a ne paper "would be uneconomical." said that amusement page adverti is organized "in a manner to att the public."

All the advertising execut agreed with Wile that if a film h special slant, that this slant shoul advertised in a newspaper sec where the appeal lies. However, t maintained this type of "teaser" vertisement should be a reference the ad on the amusement pages.

SMPTE

(*Continued from page* 1)

duction and distribution in the 000,000 a year television industry feature the afternoon session at Statler Hotel.

S. J. Frolick, vice-president charge of the radio and TV de ment of Fletcher D. Richards, will discuss "Agency TV Departm and How They Function," follo by an outline of "Writing the Commercial and Selecting a Pro er" by Peter Cardoza, vice-presi in the TV department of Fulle Smith & Ross.

Other speakers will include D Gudebrod, head of film produc at N. W. Ayer, who will exp "What the Agency Expects of a ducer," and Robert H. Klaeger, president in charge of TV commercial production at Trans Inc., on "What the Producer Exp From an Agency."

Panel Discussion Planned

All four speakers also will joi a panel discussion with Frank Ar haus, Ben Bloom, William Ner and William Gibbs, all represen agencies, studios and laboratories volved in service-distribution of films.

William Morris, production m ager of Wilding Picture Product Inc., will serve as chairman of session.

"Living Light" will be the sul of an address by Jo Mielziner, known stage designer, at the Ma luncheon meeting for TV studio li ing engineers.

Albert W. Trueman, governm film commissioner and chairma the National Film Board of Can will be the guest speaker at the cheon on April 30.

The convention is planned for A 30 to May 4.

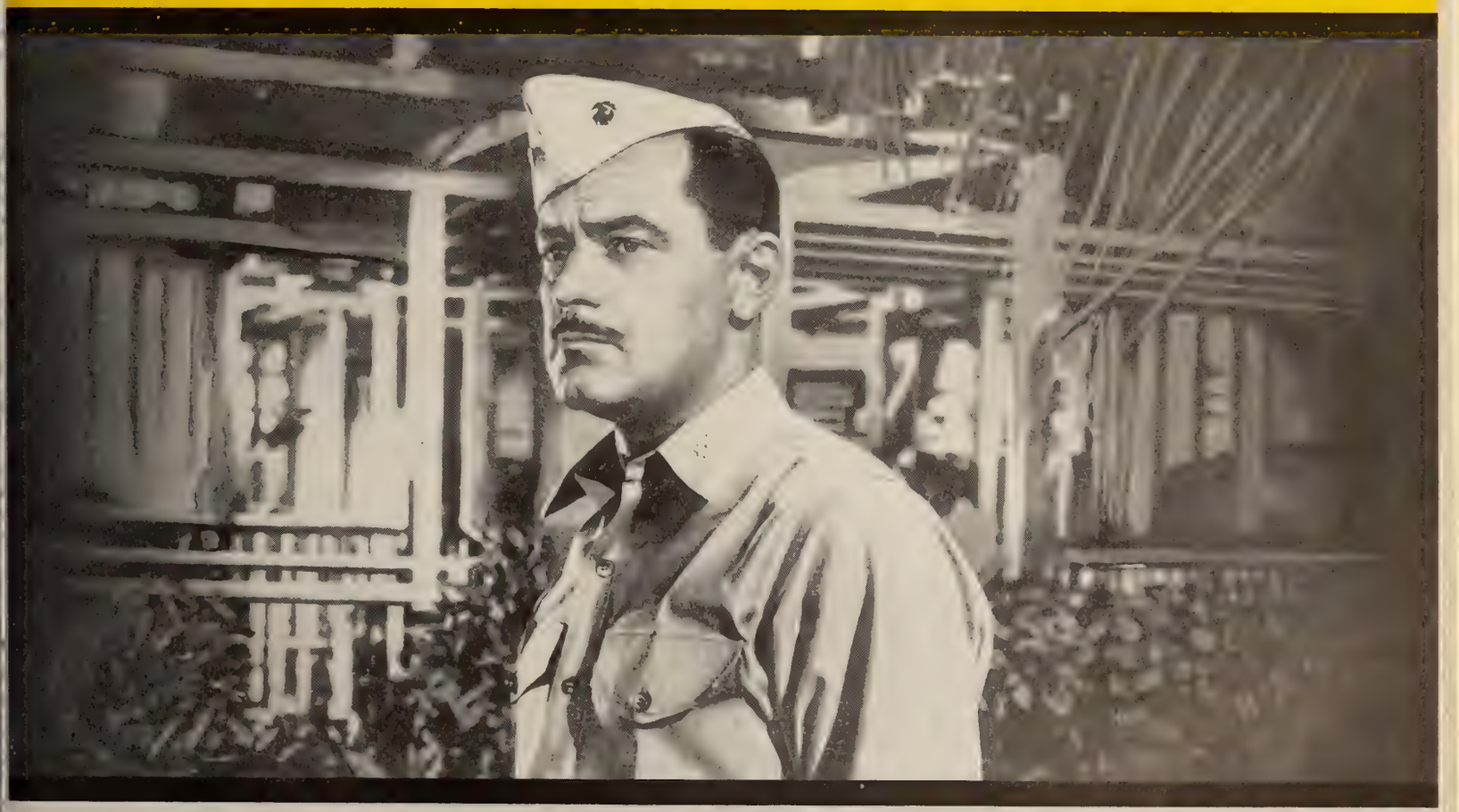
Leaves Rank Compan

LONDON, April 22. — Mark Taylor has relinquished his appo ment as director of Rank Preci Industries Ltd., and of Taylor, Ta & Hobson Ltd. Taylor has se with the latter for 32 years, b managing director for the past years. In 1945 J. Arthur Rank quired the controlling interest in T lor, Taylor & Hobson which had b held by the Bell & Howell Comp of Chicago since 1931.

THE PATRONS AND PRAISES

will go to

"THE PROUD AND PROFANE"



REASON #2

Starring

WILLIAM HOLDEN

as tough and terrific as he was when he won
the Oscar in "Stalag 17"... as romantic as
he was in "Love Is A Many Splendored Thing"

...coming in the big boxoffice months ahead from PARAMOUNT

Cinerama

(*Continued from page* 1)

the U. S. Information Agency to demothball an aircraft carrier and send it to foreign ports with a Cinerama set-up on the flight deck. USIA officials, who argue that the idea would reach foreigners who otherwise could not be reached, will undoubtedly ask the Senate to restore the funds.

The committee's action came as it voted on an appropriation bill carrying funds for the USIA and certain other government agencies. The committee sharply slashed the funds requested for USIA as a whole.

The agency had sought $135,000,000 for the year starting July 1, compared with $87,336,630 this year. The appropriations committee allowed only $110,000,000. It said this was a 25 per cent increase over the current year, and that the amount sought by the agency would have represented a 54 per cent increase.

Called Wasteful

The committee did not specify how the agency was to apportion the appropriations cut among the various media, except to say that "the request for $3,790,500 for floating Cinerama is denied." USIA had allocated $12,883,000 of the original $135,000,000 request to the film branch. This included the Cinerama project funds.

During the subcommittee hearings, members had been critical of the Cinerama project as wasteful and unproductive.

In another portion of the appropriation bill, the committee voted a 20 per cent increase in funds for the Justice Department's Anti-Trust Division, and said that "the committee expects the department to pursue a vigorous program of enforcement of the anti-trust laws." The committee gave the division the full $4,265,000 it had requested for the coming year, an $801,000 increase over this year's figure.

More Foreign Films

(*Continued from page* 1)

pointed out that the foreign market for American motion pictures must be maintained and expanded and added, it is a market which will grow and that today films are geared to the world market.

Hetzel said that motion picture producers in foreign countries are concerned, however, because of the large number of American films shown, as, for example, in Britain where 80 per cent of the screen time is occupied by American pictures.

Hetzel pointed out the tremendous obligation of American motion picture producers to produce good films for the world market because "there is no device for American relations more effective than American films."

Hetzel said motion pictures remain primarily an entertainment medium but serve as an extraordinary ambassador because so many millions cannot read English, do not see radio or television but do go to the theatre.

Whitney Organization Is Solid

(*Continued from page* 1)

preparation, "The Valiant Virginians," an as yet unpublished novel, "William Liberty," and "The American" belong to the first classification. For the second classification a production unit is now at work in the Middle East with Lowell Farrell as producer, Winton Hoch, co-director and serving as cameraman with Alfred Gilks.

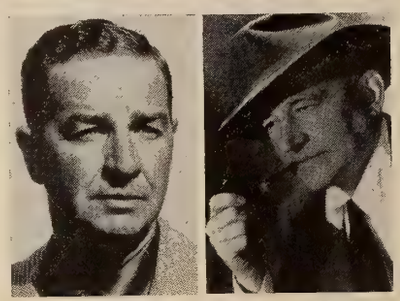
Work is proceeding also on the reproduction of "Chang," which was produced originally by Merian C. Cooper, executive producer of Whitney Pictures, in association with Ernest B. Shoedsack.

Occasional 'Films of Fancy'

Cooper, also producer of "King Kong" in association with Schoedsack, will have a major part in the production of the Films of Fancy, which Whitney said will be made occasionally.

Whitney announced that he had received confirmation on Friday that John Ford, now in Ireland, will also direct "The Valiant Virginians." This Civil War story will be made on an elaborate scale, Whitney said, likening it to "Gone with the Wind" and "Birth of a Nation." Whitney was a principal in the old Selznick International Co. and still retains his original ownership of an interest in "GWTW."

He, Cooper and press representative Blake McVeigh will leave here today for Richmond and Lexington, Va., where they will spend several



C. V. Whitney Merian C. Cooper

days conferring with authorities on plans for the picture. Approximately 15 months of preparation will go into the production, he said, which will go before the cameras in the fall of 1957. James Warner Bellah, author of the story, will work on the screenplay in collaboration with a prominent screen dramatist whom Whitney said he could not identify yet.

Six of the forthcoming Whitney pictures will be made in Technicolor, with which Whitney has been identified for long. It was indicated, w out any details being divulged, the as yet unrevealed new Tec color process will play an impor part in the Whitney company's duction plans. However, in repl a question, Whitney said the process would not be ready for in time for "The Missouri Trave filming of which is planned August.

Non-Committal on 'Virginians'

Asked if it might figure in " Valiant Virginians" plans, he noncommittal.

He said "Traveler" would be in VistaVision, as was "The Sea ers." He expressed enthusiastic proval of the results obtained VistaVision in the first picture.

In reply to a question, Whi said he had no plans to use Ciner in which he is financially intere and with which Cooper also wa sociated, in his future production

The "William Liberty" pro was described as a "great" nove Frank Clemensen, a Utah lands painter and school teacher, worked six years on it. "The A can" will consist in part of the of Major Chuck Yeager, Air F pilot who broke the sound barrie corporated in a story of larger s

While Warner Bros. is distrib "The Searchers" no distribution mitment has been made for ensuing product.

Seeks Appeal 'To the Finer Tas

Discussing his aims, Whitney "I feel that motion pictures ca as respected an art as any other art cannot be turned out on a sembly line. We producers strive for finer entertainment t peal to the finer tastes of our gro audiences."

He repeated the statement fea in his recent trade advertising: may not always succeed in our but I will promise you that no Whitney picture will ever misr sent or paint a false picture o United States or its people."

REVIEW:

Madame Butterfly

IFE

THE FILM version of Puccini's famed "Madame Butterfly" combines the talent contributions of the Italian and Japanese film industries with highly satisfactory results. The IFE presentation is stamped with superb production qualities and casting to enrich its box-office potentials. It is a co-production vehicle jointly turned out by Rizzoli-Gallone Films of Rome and Japan's Toho Co. and was made in color by Technicolor. Oriental roles are portrayed by Japanese players, while the Occidental characters are played by Italians.

With only minor changes, the cinematic version is pretty much as Puccini wrote it. At times the pace is slow, but the great music, the tasteful sets and the fine dancing by the Takarazuka Kabuki troupe more than offset any shortcomings.

Opera fans are well acquainted with the story; those whose acquaintanceship with the classic is limited or nil should find it intriguing. It is a simple story of a Japanese girl, known as Madame Butterfly and an American naval officer, Lieutenant Pinkerton. Set in the Japan of 1900, the opera describes how the American falls in love with the little Japanese girl known as Madame Butterfly. After marriage and the passing of six months, he returns to America aboard the naval vessel, leaving his wife with the promise to return in the Spring. Three years pass, during which time the Japanese bride never ceases to believe for a moment that her husband will not return. When he does, he brings his American bride with him, intending to claim his son born to Madame Butterfly. The child runs to his father as Madame Butterfly, swept with the human anguish of both a wife and mother, kills herself with a knife which her father had used to do the same.

The role of Madame Butterfly is played by Kaoru Yachigusa, remembered for her portrayal in "Samurai," and she delivers an admirable performance. Nicola Filacuridi is Pinkerton and Ferdinando Lidonni is Sharpless. The dubbing in of the voices by Italian singers is top quality.

Directed by Carmine Gallone, the picture has a prologue and intermittent narration. The orchestra and chorus of Rome's Royal Opera House and the excellent photographic effects are other assets of the production.

Running time, 114 minutes. General classification. For April release.

JACK EDEN

Federation Urges

(*Continued from page* 1)

are desirable to meet changes in lic taste and concepts of right

Mrs. Max Williams, Fede president, urged the film counc help develop taste in motion pi through junior councils and urge setting up of telephone committ assist "really good pictures."

Velma West Sykes of Kansas chairman of the National S Council, said the "surest way f industry to cut its throat is to away the family picture." She the boy-meets-girl theme is still so long as it is in good taste.

UA-Small Deal

United Artists has conclude rangements with Edward S Grand Productions to release Steps to Terror," which will shooting on April 30.



Booked For Boxoffice Action!

PANTAGES, HOLLYWOOD
STANLEY, PHILADELPHIA
STILLMAN, CLEVELAND
PARAMOUNT, DES MOINES
ONTARIO, WASHINGTON
PARAMOUNT, PORTLAND
PARAMOUNT, ATLANTA

The big houses are playing it for the big crowds who'll go for this high-voltage love drama of violence, blackmail and murder!

H'wood's Changing Scene: Tourists Chase TV Stars

Special to THE DAILY

SAN DIEGO, April 22.—TV has captured the tourist trade in Hollywood, and motion pictures are now of secondary interest to the thousands of daily visitors to the entertainment capital of the world from all sections of the country, it was declared here by TV and film director Jean Yarbrough.

"It is now possible for the fans visiting Hollywood to see most of their favorite stars in person by attending the various radio and TV shows as they are presented in the heart of Hollywood," Yarbrough told the San Diego Businessmen's Club, at a banquet at which he was the honored guest.

'Complimentary Ticket Route'

"Most of the big network shows now emanate from Hollywood, and practically all of the star-personalities perform for TV as well as the movies. Thus it is comparatively easy, via the complimentary ticket route, for star-gazing tourists to see their favorites in the flesh.

"This has cut down considerably on the armies of autograph seekers who formerly haunted the gates of the motion picture studios, and cafes and night clubs, for glimpses of their idols.

"It has also put out of business several sight-seeing companies, which once ran rubber-neck wagons to the studios, and to the stars' homes, for juicy fees from visiting fans."

'SAC,' 'Lady' Win '55 DAR Awards

WASHINGTON, April 22. — Paramount's "Strategic Air Command" was cited by the Daughters of the American Revolution as the best patriotic film of 1955.

Mrs. F. Allan Burt, chairman of the DAR motion picture committee, presented the award to Maxwell Hamilton of Paramount. She also presented Albert Margolies, of Walt Disney Productions with an award for Disney's "Lady and the Tramp" as the best children's film of 1955.

Col. Signs Chayefsky

Columbia Pictures has signed an agreement with Paddy Chayefsky, Academy Award-winning author of "Marty," for the film production of the current Broadway play, "Middle of the Night," it was announced by president Harry Cohn.

REVIEW:

Star in the Dust

Universal—International

SUSPENSE, HUMAN emotions, western drama and romance are teamed up with such names as John Agar, Richard Boone, Leif Erickson, Coleen Gray and Mamie Van Doren to put this Universal-International film above the usual western production category. Throughout, it retains audience interest and succeeds in its attempt to recreate the problem faced by law and order in carrying out court decisions—here, a hanging.

Color by Technicolor enhances the film's appeal, bringing the western settings into sharp focus. Commanding the marquee honors is John Agar, cast as the quite human but forceful sheriff of a small sagebrush town, who portrays his role with vivid realism. Producer Albert Zugsmith and director Charles Haas have accomplished much with the Oscar Bradley screenplay to let Agar set a leisurely pace, deviating now and then to rekindle the suspense and drama. Frank Skinner's background music solely via the guitar, is effective. The story is based on Lee Leighton's novel.

Richard Boone, a favorite on TV's "Medic" series, is cast as the outlaw convicted by the court and who is sentenced to hang for three murders. Drama heightens as Agar and Boone clash wits, each in his own manner attempting to display his forcefulness in their respective righteous and criminal ways. Boone in the film shines in his supporting role.

Story-wise, Agar is battling two fronts at the outset of the film: one, attempting to carry out the court's verdict that Boone be hanged, and, secondly, to further his romance with Miss Van Doren, cast as the sister of Erickson, a banker in the town. Suspense naturally results when Agar is told that one faction intends to free Boone before the sunset hanging and when he learns another group of cattlemen intends to lynch Boone before the required court hour. The attempt to free Boone fails when one of Agar's deputies foils the escape. However, both groups meet shortly before sunset in a street battle, while Agar and Boone are preparing for the hanging.

Here, Agar interrupts the gunplay, then sets about for the hanging after quieting the opposite forces. However, Erickson, who actually hired Boone to do the killings, attempts to kill Boone as the hanging ceremony is started. Miss Van Doren struggles with Erickson on a roof-top, and an accidental shot jolts the horse that was to be used for the hanging. Boone dies as the horse races off, Erickson is killed in the fall and Agar and Miss Van Doren quietly walk off with the knowledge that justice had been carried out.

Running time, 80 minutes. General classification. For June release.

J. E.

TV Set Shipments Declined in Feb.

WASHINGTON, April 22. — The Radio - Electronics - Television Manufacturers Association reported that over 529,000 television receivers were shipped to dealers during February—a decrease from the level of shipments in February, 1955, and less than the number shipped in January of this year.

The latest RETMA report showed 529,226 TV sets shipped to dealers in the U. S. during February, including 1,128 receivers shipped to the territories. Total shipment in January had been 623,790 units while 640,771 television receivers were shipped in February a year ago.

Tenn. Theatre Wins Sunday Showings

CLEVELAND, Tenn., April 22.—Cherokee Drive-In Theatre, just outside of Cleveland on the Waterlevel Highway, owned and operated by Cherokee Amusement Co., will stage Sunday shows following approval of the Bradley County Court under a 1955 act of the state legislature.

Within the city, Star-Vue and Colonial drive-ins, owned by Cletus Benton, have been operating under an act of the City Commission which permits Sunday shows, but not until 8:30 P.M. Benton has circumvented this to some extent by showing "for free" until 8:30, and then having ushers collect admissions.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

"PORC-LIN-PLY" is the na of a new porcelain-faced p wood panel for application on n or remodeled theatre fronts, made the U. S. Plywood Corporation, N York. It can also be adapted to terior areas, including walls, ceilin wainscoting, display backgroun counter tops, etc. All the panels co 36 by 96 inches and 5/16ths of inch thick. Colors are standardize too, with nine shades included in t line. The product is said to weatherproof and resistant to odo ordinary acids, oil, grease, smoke a solvents. It can be cleaned by w ing with a damp cloth.

•

The Stanley Warner Manageme Corporation has selected "Sup Hilux" lenses—made by Projecti Optics Company, Rochester, N. Y for installation in the Wilterne Th tre in Los Angeles and the Mastbau in Philadelphia.

•

To cook hot "specialty" san wiches at drive-ins as well as fra furters, hamburgers, and pizza pi Daniel H. Sheeler & Sons, Inc., Albans, N. Y., has a new doub decker infra-red oven. The san wiches are prepared and then he sealed in a transparent cellopha wrapper. When inserted in the ov the infra-red rays pass through t wrapper, heating the meat, cheese, other sandwich filler. The exter of the oven is mirror-chrome finishe The two decks can be operated se arately, with individual timers co trolling each deck.

•

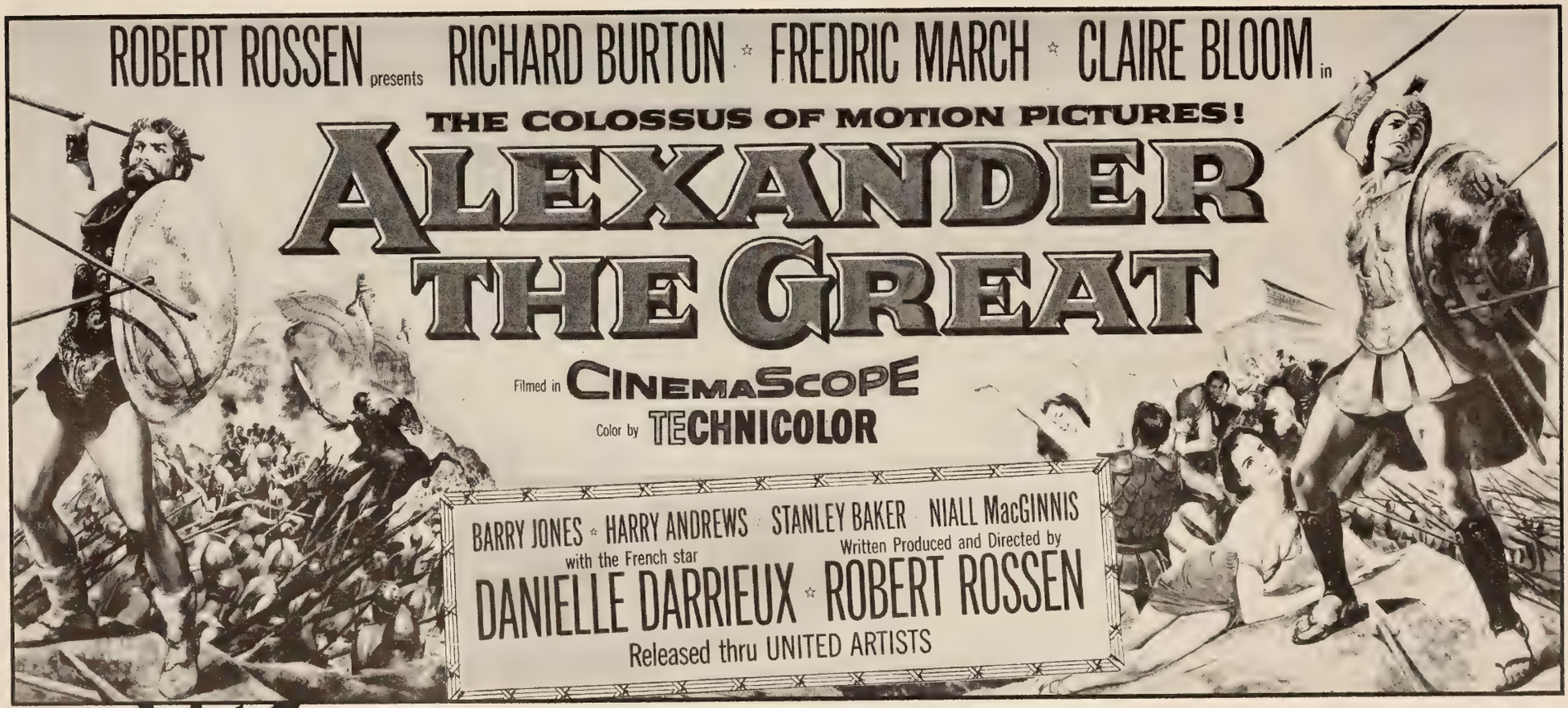
B. M. Bodde, Jr., vice-preside and general manager of the Bod Screen Company, San Fernand Calif., reports that his firm is n manufacturing a new screen design for semi-portable 16mm. fram The frames have been designed the Tru-Roll Corporation. Ja Grosh, president of that compan states that the frame is also adaptab for use with translucent screens television stations. The frame com in four sizes. The Bodde screen said to have the same features as t company's "Premium" line for 35m projection.

IN SUPERSCOPE 235
2:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

SUPERSCOPE STANDARDIZES THE WIDE SCREEN
ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES
PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE

IN SUPERSCOPE 255
2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

Great Big Advertising for a Great Big Picture!



Shellac it down on sidewalk or foyer floor!!!

Use it for its big *plus* value everywhere and anywhere! Billboard it all over town! Get it up on your theatre walls! Use it "cut-out" as a lobby display or flash front...then everybody *knows* you've got *big* entertainment!



24 Sheets available thru NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Meanwhile, in Another Part of the Hotel

Not all the news coming out of Chicago last week was made in the official course of the National Association of Radio and Television Broadcasters convention (opposite page) at the Conrad Hilton. Non-convention news, from other parts of the hotel, included:

- The Ampex Corporation's demonstration of its video tape recorder with the promise of greater repercussions in TV than were worked by tape in radio. Seventy-three were reportedly ordered.
- The announcement by Bob Rich, general sales manager of Associated Artists Productions, that KAKE-TV, Wichita, had started the ball rolling by its purchase of the entire Warner Brothers library of 754 films at a price of approximately $300,000.
- The unanimous acceptance, by the executive committee of the NBC-TV affiliates membership, of the network's daytime option time switches designed to strengthen the NBC-TV day lineup.
- ABC-TV Affiliates' appointment of a permanent committee to establish formally an ABC-TV affiliates organization.

Arrival of Video Tape

▶ There are many interesting sidelights to what partial observers called unhesitatingly the "arrival" of the video tape recorder, demonstrated with such sensational effect by the Ampex Corporation last week. The Columbia Broadcasting System's purchase of three, at a cost of $75,000 each, was followed two days later by the announcement that the National Broadcasting Company had purchased three. This was clearly a case of Macy's shopping at Gimbel's. NBC's parent, RCA, of course, long has been working on its video tape recorder but isn't ready to put in on the market, apparently wanting to wait until it can offer an instrument that can record and transmit color pictures as well as black-and-white. On the matter of color, Ampex says that it has such a system under development and adds a guarantee that its present recorders will be capable of being converted to color. The Ampex recorder, while primarily adaptable for the needs of live television and not yet in the state of development where it will supplant the film camera in actual production, promises to complicate still further union jurisdictional problems such as those met by Electronicam.

Very Hot Kines

▶ Until the video tape recorder becomes a thing of operational reality, probably some time this Fall, the American Broadcasting Company will be putting its faith in its system for reducing to one hour (from two or three hours) the time necessary to prepare the more conventional "hot" film kinescopes. As announced in Chicago last week, the system simply entails the fitting together—in production line order—a recording room, a processing room, a chemical mixing room and a projection room, so that film can be processed almost as soon as it has been exposed. According to Theodore Grenier, chief video facilities engineer, the system will permit the recording of television shows for unlimited local time zone repeats on an hourly basis. It goes into use with the advent of Daylight Saving Time, April 29.

TV Provincialism

▶ Acknowledging—indirectly, of course—the existence of that strange provincialism that surrounds much of the television industry in New York and Hollywood, NBC is re-scheduling portions of its Today and Home, both of which now originate in their entirety from New York, for the benefit of viewers in California, Oregon and Washington. The changes most importantly comprise live Today originations from Hollywood (KRCA) and live Home originations from San Francisco (KRON-TV), and reflect the network's awareness of "the mounting importance of the western audience to network television." Although designed primarily to make these two programs available to western audiences at more favorable hours, the changes also take note of the fact that there are some subjects of greater interest to one area of the country than to another. Thus, in this age of ever-increasing standardization, comes a breath of fresh air. The changes go into effect April 30.

The Little Things

▶ When life grows bleak and hope dims, it's the little things that count—Lady Docker's dispatches from Monaco, Harry and Bert comiserating over Bert's "offensive" handling of the commercials, or a news flash from Sheena. Last week it was Sheena and her press agent who provided the one, bright, not totally superfluous comment. It came in the form of a press release announcing that the Queen of the Jungle, "afire with enthusiasm for platform speeches, hard rolls and chicken a la king, not to mention free plugs on radio and TV," had formed an out aptly called "Awards, Unlimited dedicated simply to giving award Sheena who was probably the on TV performer who wasn't compe ing with Mary Martin for a Emmy this year and who ve likely will never be legitimate awarded for anything except fu blown enthusiasm, here is takir an editorial stand on the who business of awards in televisio

Speaking of Awards . .

▶ Efforts continue to make th Emmy awards of the Academy Television Arts and Sciences mo satisfactory to all concerned. La week Jack Webb, who withdre from participation in this yea

(Continued on page 15, column 1)

In Our View

THE necessity for exercising the greatest care in programming for all networks and all stations at all times continues to be a matter of paramount importance to the television industry as a whole. The welfare of the whole structure of the television establishment in large measure is dependent upon the extent to which that care is exercised.

It must be borne in mind that there are many large, often powerful and always extremely articulate groups of all types which represent, for good or ill, segments of the public which purport to carry the weight of half-a-world on their shoulders. These groups, sometimes with justification, sometimes without, seem at times to be ready and waiting, set to pounce upon the unsuspecting public medium, especially of communications, which oversteps, often unwittingly, the arbitrary bounds established by the group. These are pressure points which must be constantly borne in mind.

The television industry is especially vulnerable, by its very nature, to these attacks and pressures, by reason of the fact that it offers less freedom of choice on the part of the public. People go or do not go to entertainment at the place where it is purveyed. Television programs come into the home, its audience is, to an extent at least, captive, and it is consequently automatically more subject to criticism and attack.

A recent case in point was the cancellation of a childbirth sequence on a network, immediately before its scheduled showing, following protest from church groups. There is considerable reason to believe that it would have been far better if originally a decision within the industry had been made not to do that phase of the show, rather than wait for objection from without. Constant alertness is necessary.

—Charles S. Aaronson

Warns Against Mis-use of TV; Asks Research

HICAGO: Speaking as the win-r of the 1956 Keynote Award at e NARTB convention, Robert E. intner, president of the American roadcasting Company entered a gorous defense of the industry gainst charges of "hucksterism" id "monopoly," cautioned against nisuse of our media" and called oon the whole industry to finance otivational research so it could tter judge its creative position on th programming and commer-als.



bert E. Kintner

The ABC President attributed ie charge of "hucksterism" to a small number of magazines, a nall number of books and a small roup of people through the coun-y," but said, nonetheless, it was ie of the more serious criticisms broadcasting. He pointed out iat the average broadcaster in his vn community is "generally high-respected and attacks his job ith the same dedication to the mmunity that has been charac-rized in America by the tradi-onal newspaper editor," yet he aw the need, because of the "huck-er" connotation, for an "intensive ublic information campaign to stablish our position."

Criticism of broadcasters for overcommercialism," "excessive iolence" and "illegitimate selling" only justified in certain minute inges of the business, he said. To mbat these charges he called for rengthened "vigilance concerning ceptable programming and com-ercials," pointed out that as mem-ers of the NARTB the networks nd stations "have standards which ould be strictly enforced," and dded "the state of our financial bility as an industry is such that e can no longer excuse fringe op-ration on an expedient basis. . . . e must put our house completely order to avoid the sins of the w being visited upon the many."

As regards the "monopoly" harge against the networks that ey violate the anti-trust law, Mr. intner said it "seems axiomatic to ie in a country of our size, with ur national economy, that the net-

(Continued on page 14, column 3)

Chicago Convention Takes Look And Hears Echoes of How the World of Tomorrow Will Be

Advent of color dominates 3-day meeting; Broadcasters give ear to critics and see need to keep eye on Washington

CHICAGO: This morning the miles of corridors of the Conrad Hilton Hotel will be busy, as is normal. The last stray broadcaster has packed his bags and gone home. The hotel is not exactly quiet; another convention is taking place. It's sad but true that most of the chambermaids have completely forgotten that last week it was the National Association of Radio and Television Broadcasters which was in annual convention here, close to 2,500 broadcasters by actual count.

In retrospect, three things about the NARTB convention stand out:

Color TV, and the fact that it is not just coming but is already here. Color programming, color film and color equipment dominated the talk of the greater tomorrow, with no little impetus provided by NBC-TV's elaborate ceremonies dedicating WNBQ as the nation's first all-color station.

The broadcasters' increasing awareness that Washington lawmakers, spurred no doubt by the hopes of an election year, are only to eager to win fame and fortune at the expense of the burgeoning television industry.

The amount of actual business conducted by television film men in the course of the meeting, thus placating many of those producers, distributors and syndicators who heretofore had regarded NARTB get-togethers strictly as very expensive good will.

All of the convention's top speakers touched on the waves of criticism which lately have been washing over the idustry with increasing frequency. Keynote Award winner Robert E. Kintner, president of the American Broadcasting Company, reflected the general convention spirit when he said such criticism was applicable only to "certain minute fringes of the business" (see adjoining column).

Harold E. Fellows, president of the NARTB, lambasted those whom he called "the Carrie Nations of the kilocycles" and advised the broadcasters to listen to "the responsible things said about us and disregard the nuisance fringe who are chronic critics of the broadcasting industry." George C. McConnaughey, chairman of the Federal Communications Commission, reminded the delegates that much of the criticism now being leveled against television was being hurled at the FCC when radio was under fire in Congress 15 to 20 years ago.

Pertinent to all the talk about such criticism were the remarks made by G. Richard Shafto, WISTV, Columbia, S. C., in the course of the presentation of the NARTB television code. Said Mr. Shafto, chairman of the NARTB code review board: "We have done too little to educate the viewing public to the existence of the television code. We have underplayed our sincere efforts to keep our own house clean. It should be abundantly clear that just as we must regulate our own affairs, or be regulated, that we must be our own public relations men, or others will fill that void too."

Not so incidently, Mr. Shafto announced Thursday, following conferences with Hal Roach, Jr., president of the Alliance of Television Film Producers, that an NARTB code subcommittee would meet in May with ATFP representatives to explore ways and means of coordinating their respective efforts towards self-regulation.

The FCC's chairman McConnaughey made the principle luncheon address Tuesday, Association Day and the one day that the concurrently meeting Broadcast Engineering Conference joined the NARTB sessions. The FCC chief, with some wry humor, pointed out to his listeners that investigations of the industry were not new and predicted that there would always be some probing somewhere.

"There is some comfort," he said, to be derived from the fact that many of the criticisms now being leveled at television—dominance by the networks, inability to survive without a network affiliation, inability of stations in smaller communities to obtain national advertising, etc.—15 or 20 years ago were being hurled at the Commission and the radio industry by members of Congress. In less than two decades, radio has made its adjustments, I am pleased to note, without direction or assistance from the regulatory body or any Governmental agency."

In a move that caught many of the broadcasters by surprise, the FCC chairman brought up the UHF-VHF squabble and recommended that the industry launch at once a "research program" to ascertain once and for all the technical merits of UHF. The implication was that the FCC will not make any drastic moves until all the evidence is in from this study.

"The Commission," said Mr. McConnaughey, "realizes that the present allocation of spectrum space to television presents complex technical problems without respect to the design, manufacture and marketing of a 'compatible' television receiver. I believe the Commission will make such readjustments to its policy and television channel assignment plan as may be deemed necessary to minimize the complexity of these television receiver problems."

President Fellows' luncheon address Wednesday, Television Day, was the highlight of the day that covered the NARTB code, TV films and roundtable on political broadcasts which featured comments by James Haggerty, press

(Continued on page 15, column 4)



Drawing the winning ticket for one of National Telefilm Associates' prizes at the NARTB convention in Chicago is Herbert Golden, vice-president of Bankers Trust Co. The winner was Ray Huffer, KTVH-TV, Hutchinson, Kan. On the scene left to right, are Harold Goldman, NTA vice-president in charge of sales; Marion Todd, NTA hostess; Mr. Golden; Oliver A. Unger, executive vice-president of NTA, and Harry Algus, director of public relations.

Passing in Review

THE BASEBALL SEASON, while officially launched by President Eisenhower in Washington Tuesday (there was none of that folderol about playing golf this year), received the kind of recognition which only television can bestow in a huge, razzle-dazzle and only partially entertaining spectacular Sunday evening (April 15, NBC-TV). Unlikely enough, Gertrude Berg, who has never hurled anything faster than a dangling participle, was the hit of the show. The rest was a sort of hodge-podge of newsreel clips, film clips, music and skits that might have tried the patience of all except the Myrt Powers in the audience.

Two other NBC-TV productions, however, were unqualified hits in their categories. Max Liebman's sumptuous "Marco Polo" (April 14), utilizing the lovely themes of Rimsky-Korsakov, was a beautiful assortment of baubles, bangles and beads, starring Alfred Drake and Doretta Morrow who were in way of repeating their similar chores in the legitimate musical, "Kismet." The following evening Herbert Brodkin's Alcoa Hour tried a western, but in blank verse with a touch of doggerel, "Even the Weariest River," by Alvin Sapinsley. Performed with style by Franchot Tone, Boris Karloff and Christopher Plummer, the drama was surprisingly effective, and even somewhat amusing in the way it manipulated age-old western cliches to give them new meaning.

Also Sunday evening, on ABC-TV, Quincy Howe in Part Two of his Outside U.S.A. essay, "Stalin: The Agonizing Reappraisal," showed us just why he had won his recent Peabody Award for news analysis. The film clips were good and the commentary pungent and penetrating. Tuesday evening CBS-TV's Phil Silvers came up with one of his infrequent, unfunny scripts while concurrently, on NBC-TV, Martha Raye and Rocky Graziano went down for the count, slugging some heavy comedy around Rise Stevens' first name. Elsewhere, and in detail:

TWENTIETH CENTURY - FOX HOUR: "Mr. Belvedere," CBS-TV, 1 Hour, 10 P.M., EST, Wednesday, April 18, 1956. Film. For General Electric.

While the original "Sitting Pretty" still is rather fresh in the mind, especially the performance of Clifton Webb who may well have reached the high point of his career in that portrayal of Mr. Belvedere, this genial though extremely abbreviated re-working was a great deal of fun. And, as its producers publicly hoped, it seems to have all the qualities necessary to make a delightful series, for which this is the unofficial pilot film. Reginald Gardiner makes a witty, appropriately mannered and amusing Belvedere, whose disgust with the shoddy and mediocre will present a challenge to any writers who might make up an entire series. This 40-odd-minute stanza closely follows the original film, thus giving no hint of the format which would be followed in any series, though a series format would best be flexible enough to allow Mr. Belvedere to roam world-wide. Eddie Bracken and Margaret Hayes are pleasant and attractive as the parents of Mr. Belvedere's small charges, and Zasu Pitts is nothing less than wonderful as Hummingbird Hill's unofficial historian. She would be an excellent addition to any series. Samuel Marx produced and James V. Kern directed from the script by a John L. Greene and Peggy Chantler. The behind-the-scenes portion of the show, dedicated to "The Man in The Gray Flannel Suit," was not inspiring.

KRAFT THEATRE: "No Riders," NBC-TV, 1 Hour, 9 P.M., EST, Wednesday, April 18, 1956. Live, from New York. For Kraft Foods.

With intelligent scripts and fine performers, the Kraft Theatre definitely is regaining its position among the top live dramatic shows on the air. "No Riders," by Wendell Mayes, although somewhat static in spots, was a simple and appealing tale nicely performed by James Daly, Audra Lindley and especially by young Jose Perez. The plot outline is all soap suds: a truck driver and his wife are drifting apart following the death of their only child; the wife has taken to drink and the husband spends most of his time on the road. Into this situation comes an orphaned Mexican boy, hitchhiking from Juarez to Texarkana in search of his dog. In helping his search, the truck driver comes to realize his own responsibility for the failure of his marriage. It's simple and sentimental, but by way of the three leading performers, and some amusing and original dialogue, an entertainment of great appeal. The physical production, as always on Kraft, was fine. The public, incidentally, must assume that this particular show "jus' grew." No director was listed in the credits.

GUY LOMBARDO'S DIAMOND JUBILEE, CBS-TV, ½ Hour, 9 P.M., EST, Tuesday, April 17, 1956. Live. For Geritol.

There have been few times in the last quarter century when Guy Lombardo was not a sure thing. In his latest live MCA-TV series, the sometime speedboat king rolls relentlessly on—in half-hour segments chock full not only of sweet, sentimental music, but also of sweet, sentimental stories. The latter are introduced by way of "The Song of Your Life" contest, the winners of which have written letters to Guy telling how certain songs have played a key role in their lives. The other evening three such winners appeared. Each story was inspirational and each letter writer received, for the pain of his/her experience, a Feature Lock diamond ring valued at $1,000, plus, if the writer also sent in a top from a box of Geritol ("for tired blood"), a check for $1,000. Mr. Lombardo seems somewhat bored by the proceedings, perhaps knowing that he has his audience ready-made, no matter how foolish the format or how tired the blood. The quality of the show is not high, but the music comes through clear and clean. Lee Segall is producer and Charles S. Dubin is director.

ARMSTRONG CIRCLE THEATRE: "The Case of Colonel Petrov," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, April 17, 1956. Live, from New York. For Armstrong Cork.

The headline story of the defection of Colonel Petrov, chief of the Soviet Secret Police, in Australia a couple of years ago, provided the Circle Theatre last week with one of its most moving dramas of the season. Unlike several of other Circle dramatizations, which failed to make personally compelling similar stories of international import, "The Case of Colonel Petrov" told its tale in graphic, individual terms, outlined in Jerome Coopersmith's excellent script and given body by the fine performances of Michael Gorrin as the Colonel, Sanford Meisner as an Australian spy, and Katharine Sergava as the colonel's wife. Here was a detailed study of a sensitive, intelligent man slowly coming out of the Communist fog, making his momentous decision to defect and then going through the fantastic melodrama that surrounded that defection. Paul Bogart was director.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Kintner Warns

(Continued from page 13)

works play a role of public good in supplying programs that could not be supplied locally, in enabling advertisers to maintain a flow of goods nationally and in supplying to individual stations service of the type that can be welded into local service as a well-rounded programming schedule."

There is one phase of the charge of monopoly, said Mr. Kintner, which "has real meaning. . . . It is basically the artificial government-created station scarcity in television which prevents the top hundred markets, where the bulk of our population lives, from having three, four or five facilities of approximately equal competitive force."

Who's Where

Last week these changes:

EDWIN S. FRIENDLY, JR. h been named general manager Project 600 for CBS-TV, effecti immediately, it is announced **HUBBELL ROBINSON, JR.,** e ecutive vice-president in charge network programs.

GUY DELLA CIOPPA, who h been vice-president in charge network programs for CBS Rad in Hollywood, becomes director network programs for CBS-TV Hollywood, the firm announces.

JACK RAYEL, former progra director for CBS-TV, becom CBS-TV executive producer on t "Ford Star Jubilee" series.

HARRY ACKERMAN, current special projects director for t CBS-TV program department, w now devote his entire time to t development of his own produ tions for the network.

ROBERT B. HICKS, formerly wi United Film and Recording St dios, has been named sales ma ager for Colmes-Werrenrath Pr ductions, producers of films f TV, industry and education, t firm announces.

VICTOR H. BIKEL and **ALLE WALLACE** are the two newest a ditions to the sales developme staff at National Telefilm Ass ciates, Inc., **RAYMOND E. NEI SON,** department director, a nounced. Mr. Bikel and Mr. Wa lace, both veterans in the film an broadcasting industry, will wo out of the organization's Ne York headquarters.

JOHN A. CHICHESTER has bee named manager of the recentl formed Du Mont Illinois, Inc., is announced by **PAUL A. HI TON,** manager of Du Mont su sidiary distributing corporation

LAWRENCE A. LARSON an **LEROY A. WALLACE** have joine Allen B. Du Mont Laboratorie Inc., Clifton, N. J. as televisio transmitter sales engineers, a cording to **KENNETH F. PETE SON,** sales manager of the depar ment. Mr. Larson will be hea quartered in Clifton and M Wallace in Atlanta, Georgia.

The appointment of **ROBERT W NORCROSS** as general cred manager of Allen B. Du Mont La oratories, Inc. has been announce by **DONOVAN H. TYSON,** co troller. In the newly-created pos Mr. Norcross will supervise a credit functions in all divisions the company.

BRADFORD SMITH, former Sunday Editor of the Long Islan "Daily Press," has joined CB TV's Press Information Depar ment, New York, as copy edito the department has announced.

POTLIGHT

(Continued)

ow because of his unhappiness er the way the nominations were t up, met with ATAS officers d outlined his plan for setting award categories. A week from ednesday Tex McCrary and enry White, members of the New ork chapter of the Academy, ll attend a general membership eting of the Hollywood chapter discuss the same problem. They ll also brief West Coast mem- rs on their plans for broadening ast Coast membership and the tting up of local chapters in ston, Washington, Philadelphia d Chicago.

ectronicam Fuss

The arbitration panel decision, ich upheld the Screen Actors ild jurisdiction over shows uti- ing DuMont's Electronicam sys- m, thus denying the claim of the nerican Federation of Television d Radio Artists, may not have ttled the fuss for very long. FTRA undoubtedly will appeal. so, the decision does not cover ose shows which might be broad- st live and simultaneously re- rded on film by Electronicam.

EP Reports

Just four months after its in- oduction, NBC-TV's Program tension Plan (hereafter known PEP) has stimulated "an un- ecedented 74 per cent increase network sponsored hours for the smaller market stations in- uded in the plan," according to obert W. Sarnoff, NBC president. s a result of the plan, the pur- se of which is to provide more twork programming to many mmunities which otherwise would t receive it, the total volume of BC-sponsored programming on e PEP stations has increased om 1,041 hours to 1,809 hours r month, said Mr. Sarnoff. Also, said, the line-up increases ought about by PEP now run high as 45 additional small arket stations per program— ations which would not have been dered by the sponsor except for EP.

cholarship

A unique program to encourage e creation of new television writ- g talent has been undertaken by reen Gems. As announced by ving Briskin, vice-president in arge of production, the company giving grants of money to vari- s universities, to be disbursed, as e university officials see fit, to ented students. For each student ript or story accepted by Screen ms, the student will be paid at e prevailing rate, with a like m of money paid into the schol- ship fund to keep it at a con- nt level. The University of icago, Fordham and the State niversity of Iowa are the first receive the Screen Gems grants. ree more will be named soon.

HOLLYWOOD, U. S. A.:

MCA is handling the "On Trial" package, which Collier Young, Joseph Cotten and Larry Marcus, the writer, tied together under their own corporation. The half-hour film series, based on famous court cases, is being shot at Republic. Don Mankiewicz and Marcus will supervise the scripts, Young will produce and Joe Cotten will be host-narrator for the first 39 programs, starring in a minimum of ten.

IT'S being said the cost of animated commercials, ranging between $7,500 and $9,000 per minute has sponsors re-considering the use of live action pitches. The big advantage is a variety of commercials for the same price, and an opportunity to change the copy within the three-month period it takes to knock out one cartoon.

EDGAR BERGEN takes off for Gotham today to be feted by radio-TV executives on his 20th year as a top-liner.

THE Nye-Davis Agency grabbed the spot held down by Hazel Bishop on "The Bob Crosby Show" and filled it with Wesson Oil, leaving the show still sold out across the CBS-TV board.

DESILU is preparing more "Tales of the Texas Rangers" to add to the 39 half hours already completed. Shooting is scheduled for later this month with Willard Parker and Harry Lauter continuing in the lead roles.

JACKSON WHEELER handled the kickoff to his New Theatre program from a hospital bed at Mount Sinai, where he underwent a knee operation. He did five minutes Monday at 11:45 p.m., the time of the show that will feature Screen Gems package of 104 Columbia pictures. Remote cameras were set up on the sixth floor of the hospital for the event. Looked like Jackson's version of "Medic." Steve "Dude" Martin will host the show until he returns to KTTV to take over again in two weeks.

CBS-TV has a hot pilot winging its way to the Madison Avenue executives titled "Probe." Wendell Corey stars in the half-hour series based on use of pathology in law enforcement. Peter R. Brooke is scripting the program which was conceived by Allan Woods and Irving Taylor. Mel Epstein, former Paramount producer, now a CBS staffer, is producer.

—SAMUEL D. BERNS

The Show-Makers

*Singing star **Eddy Arnold** will be spotlighted in a new musical series entitled, "The Eddy Arnold Show," which makes its debut Thursday, April 26, on ABC-TV. Originating "live" from the studios of KYTV in Springfield, Mo., the series will present songs of current popularity and folk music of the past and present.*

◆

Judith Evelyn** stars in "Miss Victoria" on TV Readers Digest Monday, April 30 on ABC-TV. The teleplay by **David Evans** is based on a "Reader's Digest" article by **Patricia Strauss.** The cast includes **Rhys Williams, Noel Drayton, Anthony Eustrel, Helen Mowery, Jean Byron** and **Keith McConnell.

◆

***Ralph Bellamy** stars in "Sit Down with Death" on Climax! Thursday, April 26 on CBS-TV. Written by **William Irish** and adapted for Climax! by **James P. Cavanagh,** the teleplay is directed by **John Frankenheimer** and produced by **Edgar Peterson. William Lundigan** is host.*

◆

David Niven** stars in a murder drama "Touch and Go" on Four Star Playhouse Thursday, April 26 on CBS-TV at 9:30 EST. Written by **Harold Swanton,** it was directed by **Robert Florey.

◆

***Vincent Price** stars in, and hosts for, "The Mysterious Traveler," 39 half-hour TV films which the **Mark Stevens** company will place before the cameras in early May. Mr. Stevens will direct the series, based upon the former radio program of the same name.*

◆

***Tony Bennett,** the singing star, the **DeMarco Sisters, Roger Ray,** comedian, and **Charles Castleman,** violin virtuoso, all share the spotlight on "Stage Show," Saturday, April 28. Also present will be **Tommy and Jimmy Dorsey** and their combined orchestra and the **June Taylor Dancers. Jack Philbin** is executive producer of the series and **Frank Satenstein** is the director.*

◆

***Kate Smith** will make her second appearance as a guest on the Ed Sullivan Show Sunday, April 29 on CBS-TV marking her 25th anniversary in show business. **Eve Arden,** star of the CBS-TV comedy series, "Our Miss Brooks" is another featured guest. The program is produced by Mr. Sullivan and **Marlo Lewis. John Wray** is director-choreographer.*

◆

***Deirdre Owens** has been signed to portray the foundling in "Cradle Song" which **Maurice Evans** will present on NBC-TV's Hallmark Hall of Fame Sunday, May 6 in color and black-and-write.*

CONVENTION

(Continued from page 13)

secretary to President Eisenhower.

Mr. Fellows, who was roundly applauded when he announced that he will continue to serve as NARTB president for another five-year term, said, in answer to charges that there is too much advertising on the air:

"If it is effective advertising and accomplishes its mission (which is to move goods and services and thus contribute to the general prosperity of the nation), I hardly think it can be too much. But if, on the other hand, it is ineffective advertising, blatant, repetitive, annoying, overly insistent—then it serves neither the station, the advertiser, nor the economy. The charges of over-commercialization usually are based on random samplings, by (or on behalf of) those who make the charges. We should not, as an industry, take fright in the face of such indictments—regardless of their sources—merely because a few of our brethren have failed to see the profit in good balance between programming and advertising."

He added, with special emphasis: "It does not require courage, not even much imagination, to accept anything that comes over the transom—merely for the reason that it adds revenue to the station operation. It does take courage and imagination to reject it and to find another more acceptable and more palatable way of increasing revenue."

Participating in the Wednesday forum on television film were Harold P. See, KRON-TV, San Francisco, chairman of the NARTB TV film committee; Joseph L. Lloyd, KELO-TV, Sioux Falls, S. D.; George T. Shupert, president of ABC Film Syndication, and Michael Sillerman, executive vice-president of Television Programs of America.

Mr. Sillerman predicted that there will be "more and more film" in the broadcasters' future by reason of the fact that such programs aid local stations in giving their viewers top programs with top stars. Hollywood, he pointed out, now is producing almost four times as much film for television as it is for theatrical use.

Thursday was Radio Day, and the convention came to a close that evening with the annual reception and banquet.

SOCK IN ITS FIRST BREAK—R.K.O., NEW YORK

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BOOK IT NOW
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CARL KRUEGER presents

COMANCHE!

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IN **CINEMASCOPE**
COLOR BY DE LUXE

Music by HERSCHEL BURKE GILBERT

Directed by GEORGE SHERMAN

Written for the Screen and Produced by CARL KRUEGER

"POTENT BOXOFFICE! A very good historical western! ... shots ... are MAGNIFICENT!" Hollywood Reporter

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 79 NEW YORK, U. S. A., TUESDAY, APRIL 24, 1956 TEN CENTS

n Testimony

sk Congress or Action on ay-To-See

aibourn, Landis Heard efore Commerce Unit

By J. A. OTTEN

WASHINGTON, April 23.—okesmen for two proponents of oscription television—Skiatron and lemeter—today asked Congress to ge the Federal Communications mmission to authorize subscription evision immediately.

Paul Raibourn, board chairman of ernational Telemeter Corp., and

(*Continued on page 5*)

ode Revision tudy Today

From THE DAILY Bureau

WASHINGTON, April 23.—Motion ture Association president Eric nston has called for tomorrow the t meeting of MPAA's special com-tee to study revision of the pro-tion code.

Johnston has asked the three other

(*Continued on page 6*)

rasna Says Comedy Neglected Field

Comedy is the most neglected of fields and is difficult to produce as otion picture. This is the opinion producer-director-writer Norman Krasna, who recently completed production on his CinemaScope romantic comedy, "The Ambassador's Daughter," for United Artists distribution. "In producing comedies, the writer, director producer must keep in mind



Norman Krasna

(*Continued on page 5*)

To Keep Industry from Moving West

Creation of 22-Acre Television City In Mid-Manhattan Outlined by Stark

City Council president Abe Stark last night urged the creation of a 22 acre Television City on the West side of mid-Manhattan through the industrial application of Title I of the National Housing Law.

Speaking at the annual dinner of the Industrial Designers' Institute held at the Vanderbilt Hotel in Manhattan, president Stark said that the multi-million dollar television industry is too important to New York's economy to be treated as an "incidental appendage" to any other redevelopment program. Previously-suggested plans, he said have generally suffered from three basic weaknesses: 1) A failure to provide a suitable site in the heart of the city within easy access to the entertainment industry; 2) legal obstacles to the acquisition of land for private use; and 3) insufficient space for the horizontal-type operation needed by the major networks.

"The same unsolved dilemmas which caused the motion picture in-

(*Continued on page 4*)

Gael Sullivan Joins Magna Theatre Corp.

Gael Sullivan, who was executive director of Theatre Owners of America from 1948 to 1952, has joined the public relations department of Magna Theatre Corp. in New York. Until recently, Sullivan was with Funk & Wagnalls, publishers. Magna distributes "Oklahoma!" and Todd-AO.

Silverstein in MGM Studio Liaison Post

Arthur M. Loew, president of Loew's M-G-M, has appointed Maurice Silverstein to act as liaison with the independent producers whose pictures will be released through M-G-M. He will initiate new package deals with independent producers as well as supervise those contracts which have already been entered



Maurice Silverstein

(*Continued on page 4*)

UA in Jacksonville; Byron Adams Mgr.

United Artists will open a new exchange office in Jacksonville, it was announced by James R. Velde, general sales manager.

The branch, which will facilitate service of UA's expanding business in the Florida area, is scheduled to start operations this summer, bringing to 33 the total of UA exchanges in the United States and Canada.

Byron Adams, UA branch manager

(*Continued on page 4*)

SSBC to Question Distributors on May 21; Late Date Makes Action This Year Unlikely

From THE DAILY Bureau

WASHINGTON, April 23.—The Senate Small Business Subcommittee investigating film industry trade practices today announced that it will hear testimony from distributor officials at an all-day session on Monday, May 21. Subcommittee officials set the date late today after conferring with subcommittee chairman Humphrey (D., Minn.). They said they do not yet have the names of the distributor spokesmen who will testify, but assumed there would be about half a dozen.

The late date set to hear the distributor officials means that it will be very close to the end of the session before the subcommittee can write its report. This, in turn, means that there would be little chance for action this year on any subcommittee recommendations calling for Congressional attention.

Eric Johnston

Hails Quality Of '56 Films In MPA Report

Says Line-up Shows Confidence in Future

The line-up of top quality product for 1956 was hailed as unprecedented, and as a testimony to the confidence of the industry in the future, by Eric Johnston, president of the Motion Picture Association of America, in his annual report, released here yesterday.



Eric Johnston

"There has been within my memory no year in which the new product promised so much for the-atre-goers and for the industry as does 1956," Johnston declared.

The annual report, which will be

(*Continued on page 6*)

Sees Stronger ForeignMarket

The next 10 years will "be marked by further strong expansion" of the foreign field by American motion pictures, Eric Johnston, president of the Motion Picture Export Association of America, forecast in the 1955 MPEA annual report, released yesterday.

Referring to the past ten years,

(*Continued on page 6*)

Para. Employment Hits Peak at Studio

From THE DAILY Bureau

HOLLYWOOD, April 23.—Employment at Paramount where six pictures are now in production has reached a peak of more than 2,700, highest total of persons working at

(*Continued on page 6*)

PERSONAL MENTION

DORE SCHARY, M-G-M vice-president in charge of production, is scheduled to arrive in New York from the Coast on May 8.

•

LEO F. SAMUELS, president and general sales manager of Buena Vista, has returned to New York following a four-week trip through the South.

•

BERNARD G. KRANZE, Stanley Warner-Cinerama vice-president, will leave here tomorrow for Mexico City.

•

TED O'SHEA, Magna Theatre Corp. vice-president and general sales manager, has returned to New York from Tulsa.

•

NORMAN ELSON, president of Guild Enterprises, will return to New York from Europe today aboard the "Liberte."

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has returned to New York following an extended trip through the South.

•

SIR GEORGE BARNES, director of television for British Broadcasting Corp., will arrive in New York today aboard the "Liberte."

•

BERTITA HARDING, screen writer, returned to New York on Sunday from London via B.O.A.C.

•

AILEEN BRENON, of Brenon and Morgan Associates, has returned to New York from the Coast.

Funeral Rites Held For MacArthur Here

More than 300 persons from the entertainment and newspaper fields attended services here yesterday for Charles MacArthur, writer, producer and director, who died Saturday following a long illness. The funeral rites were held at the Campbell Funeral Church, 81st Street and Madison Avenue. Burial followed at Oak Hill Cemetery, Nyack, N. Y., where the deceased had lived with his wife, Helen Hayes.

MacArthur, born in Scranton, Nov. 5, 1895, entered the field of journalism after serving in World War I with the rank of lieutenant colonel. Co-author of several plays, including "The Front Page," "Miss Lulu Belle," and "Salvation," he joined M-G-M in 1931 as a writer and thereafter was author, producer and director of many features.

In 1935, as co-producer with Ben Hecht, MacArthur won an Academy Award for "The Scoundrel."

Hecht delivered the eulogy at yesterday's services here.

Among the most prominent of the MacArthur films were "Twentieth Century," "Crime Without Passion," "The Barbary Coast," "Wuthering Heights," "His Girl Friday," "Soak the Rich," "Once in a Blue Moon" and "The Senator Was Indiscreet."

Full Page 'Swan' Ads in 75 Cities

M-G-M's advertising campaign on "The Swan," starring Grace Kelly and Louis Jourdan, reached an estimated reading audience of nearly 29,000,000 in 170 cities, according to the company, which released figures on the campaign yesterday.

Seventy-five cities with 105 newspapers ran full-page advertisements to reach an estimated public of 23,769,000 while a 1,000-line ad ran in 95 newspapers in 95 cities with a total circulation of 5,000,000.

N.J. Allied to Decide On Tax Drive Today

A final decision on whether Allied Theatre Owners of New Jersey will join in the fight to end the Federal admissions tax will be made at a meeting of the regional exhibition group at the Famous Kitchen Restaurant here today.

ATONJ also will hear a report on testimony presented to the Senate Small Business sub-committee by exhibition leaders in Washington last month.

The theatremen's unit has been mulling the subject of the tax repeal campaign for some time.

N. Y. License Fee Bill Vetoed by Harriman

ALBANY, N. Y., April 23.—The Noonan-Zaretzki film license fees bill drew a veto today by Gov. Averell Harriman. An accompanying memorandum said, "This bill changes the license fees presently charged by the Motion Picture Division of the Education Department, with the result that the state will lose $285,000 per year in fees. This loss of revenue is not taken care of in the budget enacted by the legislature."

The governor confined his comment to the fiscal effect of the measure, which proposed that after July 1 the charge for licenses be increased, on original film, from $3 to $4 a thousand feet, but be decreased, on prints, from $2 per thousand feet to $4 for each additional "entire copy."

The Motion Picture Association reportedly supported the bill. The Education Department opposed it.

To Honor Youngstein Today at Lodge Fete

More than 350 industrial leaders and members and guests of Cinema Lodge, B'nai B'rith are expected to attend the Lodge's president's luncheon at the Hotel Sheraton Astor at noon today when Robert K. Shapiro, managing director of New York's Paramount Theatre, will be installed as president.



Max Youngstein

Jacob K. Javits, Attorney of the State of New York, will be the principal speaker at the luncheon which will serve to honor Max E. Youngstein, vice-president of United Artists, who is the retiring president of Cinema Lodge.

Among the industry leaders who will join B'nai B'rith representatives on the dais will be Robert Benjamin, Harry Brandt, Walter Branson, George Dembow, Emanuel Frisch, William Gehring, William German, Morey Goldstein, William Heineman, Arthur Krim, Arthur Loew, John O'Connor, Eugene Picker, Charles Reagan, Samuel Rinzler, Herman Robbins, Samuel Rosen, Alfred Schwalberg and Spyros S. Skouras.

Plaques Will Be Presented

Youngstein and Martin Levine, past president of Cinema who joined Robert Weitman to serve as luncheon co-chairman, will be presented with plaques by the Metropolitan Council of B'nai B'rith for their part in making the recent New York premiere of "Alexander The Great" a fund-raising event for the national B'nai B'rith agencies. Presentations will be made by Sidney Hellonbrand.

Schwalberg, honorary president of Cinema Lodge, will install officers for the year. They are vice-presidents Marvin Kirsch, Milton Livingston, Sol Risenor, Norman Robbins, Cy Seymour, Jack Weissman, Al Wilde and Lou Wolff; treasurer, Jack Hoffberg; secretary, David Kelton, and chaplain, Max Youngstein.

Trustees to Be Installed

Members on the board of trustees to be installed are Max Blackman, Julius Collins, Harold Danson, Leo Jaffe, Moses Kove, Joseph Maharan, Louis Novins and Arthur Schwartz.

Youngstein, who served as national chairman of the Jewish National Home for Asthmatic Children's recent Attack on Asthma Week campaign, will be honored by the institution in Denver. Sammy Davis, Jr., will present a scroll to Youngstein in behalf of the Home.

. . . NEWS ROUNDUP

Trailer Instructs Patrons

Filmack Trailer Co. has announced that loss and damage to loudspeakers is now being effectively combated by a new Filmack trailer. The animated cartoon trailer tells the story of a careless patron who pulls away from a drive-in ramp with the speaker still attached to his car window. With a terrific crash of broken glass, the car window is broken. The closing sequence shows the proper method of replacing the speaker upon its post before leaving.

I.T.C. in New Offices Here

Interstate Television Corp. has opened new exchange offices here at 12 East 42d Street. Peter W. Gaffney has been named traffic manager for the company.

SAG in New Coast Quarters

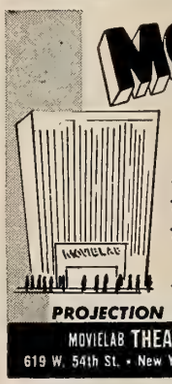
The Screen Actors Guild is now operating from its new Hollywood headquarters located at 7750 Sunset Boulevard.

Enclosed Seats for Drive-in

The new Park Drive-In, under construction in Hutchinson, Kans. by Jay Wooten, of that city, and Ben Adams of El Dorado, will have 200 enclosed seats for year-around operation.

NEW YORK THEATRES

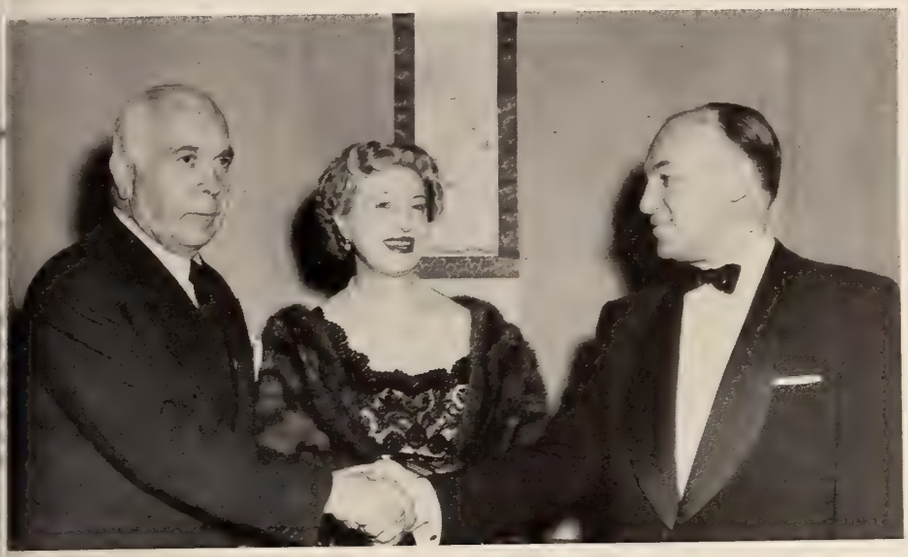
RADIO CITY MUSIC HALL
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MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
A Warner Bros. Picture
and The Music Hall's Great Easter Show



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"Butterfly" in Brilliant Bow at the Baronet



IN a brilliant premiere which rivalled for glitter and social eclat the "diamond horseshoe" opening night atmosphere of the Metropolitan Opera itself, "Madame Butterfly," I.F.E.'s Technicolor film version of the Puccini masterpiece, made its American bow before a distinguished first-night audience at the Baronet Theater last night. The swank opening was for the benefit of the Hospitalized Veterans Service of the Musicians Emergency Fund and brought out a host of notables from social, theatrical, musical and civic worlds. The film, representing a unique blending of Italo-Japanese film-making talents and techniques, featured leading Italian and Japanese performers enacting the principal parts with Italy's greatest operatic stars singing the immortal roles. Directed by Carmine Gallone, "Madame Butterfly" is a Rizzoli-Toho-Gallone Production and an I.F.E. Release.

Shown in the picture at the left, prior to last night's premiere, are, left to right: Spyros P. Skouras, president of 20th Century-Fox; Mrs. Skouras and Seymour Poe, executive vice-president of I.F.E.



ymour Poe (left), executive vice-president of I.F.E., eets Eugene Picker, vice-president of Loew's Theatres, d Mrs. Picker.



Among the guests at the premiere were Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and Mrs. Goldenson, here shown with Manny Reiner (left), general sales manager of I.F.E.



lwin Gage (left), vice-president of Walter Reade Theaes, and Mrs. Gage were snapped at the Baronet with ank Kassler (right), president of Continental Distributg, Inc., and Mrs. Kassler.



An international note was lent to the premiere by the presence of Italian and Japanese diplomats. From left to right are: Baron De Ferraris-Salzano, Consul-General of Italy; Baroness De Ferraris-Salzano; Hon. Jun Tsuchiya, Consul-General of Japan, and Madam Tsuchiya.

(Adv.)

PEOPLE

Arthur L. Mayer, promotion consultant to Paramount on "War and Peace," and Mrs. Mayer will appear at a luncheon-meeting of The Woman Pays Club today in a colloquy about the picture, the film industry and the Mayers' family life, at Sardi's Restaurant, here.

¤

Anolyn Arden has been appointed to handle choreography of the N. Y. Roxy Theatre stage attractions, replacing **Dolores Pallet,** who has resigned.

¤

Jules V. Schwerin has been appointed vice-president in charge of creative production of Robert Davis Productions, New York producers. He previously was supervising producer for Sol Lesser and Douglas Fairbanks, Jr., and a director at CBS-TV.

¤

T. L. Irwin has resigned from Paramount after 30 years in the company's branches in Detroit and Cleveland to join Buena Vista as auditor with headquarters in Cleveland. As a result, Cleveland branch manager **Harry Buxbaum** has made the following personnel changes: **Irwin Sears** moves up from second booker to head booker. **Helen Thoma** goes from secretary to booker and **Lillian Ack,** cashier, will take on the added duties of office manager.

¤

H. E. MacManus, who last week announced his resignation from Co-Operative Theatres of Ohio to become general manager of three drive-ins near Toledo, will be given a testimonial dinner by his industry friends on May 14 in Cleveland.

¤

David Miller, assistant manager of the Bijou Theatre, Springfield, Mass., has been promoted to manager of the Arch St. Theatre, New Britain, Conn., by Perakos Theatre Associates.

'Moby Dick' Lectures Planned by Artist

American artist Gil Wilson has scheduled a 26-week, 52-city nationwide lecture tour and presentation of paintings based on Herman Melville's "Moby Dick" in conjunction with the motion picture version of the classic which will have its premiere on June 27 in New Bedford, Mass.

Visiting schools, community groups and organizations, Wilson will illustrate his lectures by a selection of color slides made from his 300 "Moby Dick" paintings which describe Melville's fight with the white whale. The tour is being arranged for Wilson by Warner Bros. and the Melville Society.

New York 'Television City'

(*Continued from page* 1)

dustry to be lost to our city 30 years ago now threaten New York's leadership as the television capital of the world," Stark insisted. "In order to halt the exodus of major shows relocating to the Pacific Coast, we must provide the television industry with enough studio space for normal expansion, color television, educational TV, vast spectaculars and commercial displays."

Television City would combine studio, office, garage and storage space, with separate facilities made available to each network participating in the development.

Points to CBS, NBC

The Council president stressed the senseless diffusion of existing television activities. As a result of the absence of a centralized location, CBS now conducts its television programs in 19 different studios and NBC is compelled to use sixteen different sites. One major network has estimated that it could effectuate a saving of $2,000,000 a year by combining its TV activity under one roof.

The high cost of land in mid-Manhattan, coupled with legal difficulties in acquiring title to an area of substantial size, have prevented centralization thus far. This problem, Stark noted, could be solved by invoking the provisions of the existing Title I law which permits public acquisition of land and subsequent resale to a private developer at a considerable saving.

Sees Wide Advantages

Stressing the economic value of the broadcasting industry in the City of New York, Stark emphasized that their regular payroll, exclusive of related industries, now totals approximately $100,000,000 a year. The construction of a Television Center would also provide indirect benefits to countless other firms, such as advertising agencies, the building trades, suppliers, distributors, manufacturers and allied service industries.

As a city within a city, the Center would provide comprehensive facilities for broadcasting, filming, recording, set construction, make-up, costume design, and all related activities essential to the industry.

Robson's 'Hut' for M-G-M Distribution

Plans to produce "The Little Hut," which is to be financed and released by Loew's, Inc., were announced here yesterday by Mark Robson, co-producer and director, at a luncheon prior to his departure to London.

Robson said that F. Hugh Herbert will be the co-producer as well as write the screen play adaptation of the French stage play by Andre Roussin, an English version of which was written by Nancy Mitford. The Robson and Herbert independent company, Robson added, made a deal with Loew's for complete financing and distribution. Under the arrangement, Robson explained, Loew's and the independent company will share the profits 50-50 after distribution costs are deducted. He called Loew's entry into the independent field a "healthy" development for the company, contending that independents bring new "blood and vitality."

Shooting on the picture, which will star Ava Gardner, Stewart Grainger and David Niven, will begin sometime between June 15 and July 1 in London.

Omaha, Des Moines NTS Offices to K.C.

KANSAS CITY, April 23.—National Theatre Supply Co.'s branches in Omaha and Des Moines are to be consolidated with the Kansas City office. W. R. Dans, former manager at Des Moines, will maintain a service office there. Glen K. Skipper of the Omaha branch will serve as sales engineer for National and for Walt Disney pictures in the Iowa and Nebraska territories.

UPA Will Have U.K. Producing Company

LONDON, April 23.—Arrived here on a two weeks' visit, United Production of America president Stephen Bosustow with Ernest Scanlon announced plans for the formation of a British TV producing company, U.P.A. Pictures Ltd.

Bosustow told newsmen that in the initial stages of the operation he would bring here key production personnel from his New York organisation. The work involved demanded extensive technical training, he said. U.P.A.'s London division would start off as a sales unit, but the plan is to build up the division on the lines of the parent organisation in New York. He plans attending the Cannes Festival before returning to New York, but Scanlon will be back here immediately after the Festival.

AA to Produce 7 Films in 4 Months

HOLLYWOOD, April 23.—Allied Artists will launch seven films, which represent a multi-million dollar investment, during the next four months, executive producer Walter Mirisch announced here today.

The seven films include five in CinemaScope and are in addition to "Notre Dame of Paris," which commenced production last week.

The films are "The Oklahoman," in CinemaScope, May; "Jeannie" and "The Pinkerton Man," both in CinemaScope and set for June production; "Typee," and "Poppaea," both in July with the latter in CinemaScope; "Ariane," in August, and "Laredo," in late August in CinemaScope.

SDG Nominates Four As 'Best Directors'

From THE DAILY Bureau

HOLLYWOOD, April 23. — T Screen Directors Guild has nom nated four directors for best directi in pictures circulated during the fi quarter of 1956. They are: Robe Rossen, for "Alexander The Great Henry King, for "Carousel"; R Rowland, for "Meet Me in L Vegas," and Alfred Hitchcock, f "The Trouble with Harry."

Jacksonville

(*Continued from page* 1)

in Atlanta since 1951, will be tran ferred to head the Jacksonvil exchange. He was formerly Cha lotte branch manager.

Bill Hames, who managed UA Dallas branch until his resignation 1954 to go into private business, w manage the Atlanta exchange. Ham had previously served as bran manager in Indianapolis.

United Artists has maintained booking office in Jacksonville for t past three years. The exchange w be located in new quarters. It w be attached to the Southern distri under the supervision of Eastern a Southern division manager Milton Cohen and Southern district manag George Pabst.

Silverstein Post

(*Continued from page* 1)

into. Silverstein's headquarters will Silverstein's headquarters will in New York. Prior to this new a signment he was employed by Loew International, in charge of distrib tion for Central and South Americ

EKC Quarterly Net Sets a New Record

ROCHESTER, Apr. 23. — Fir quarter sales and earnings of Eastma Kodak Co. were better than in a previous first quarter, it was reporte yesterday by Thomas J. Hargrav chairman, and Albert K. Chapma president.

Consolidated sales of the company United States establishments for t 12-week period ending March 1 1956, were $154,744,604, up four p cent over the $149,174,688 for t corresponding 1955 period.

Net earnings after taxes for the fi quarter were $16,998,185, an increa of 15 per cent over the $14,763,62 earned in the first quarter a year ag The previous first quarter high f sales and earnings was set in 195

Shartin Killed by Car

SEATTLE, April 23. — Willia Shartin, 56, head of Favorite Pictur here and a former manager of t United Artists and Eagle Lion e changes in Cleveland, was killed i stanteously by an auto as he crosse a downtown street.

Krasna

(*Continued from page* 1)

many factors—audience reactions, the overseas market, merchandising, to name a few, and it is a big gamble," Krasna stated.

The different points of view in interpreting comic and gag dialogue is another important fact which make comedies, such as "Dear Ruth" and "The Ambassador's Daughter," big risks, he said, citing several examples of how dialogue could be misinterpreted. "Comedy is a lone assignment and most difficult to produce successfully," Krasna stated, adding that he is hopeful that his latest one would be "successful and live up to expectations."

Favors Production in France

Commenting on production abroad, since he produced "The Ambassador's Daughter" in France, Krasna said that the American industry "should encourage overseas production in that country because the French are great craftsmen." Continuing, he said that certain elements in the U. S. industry "should stop yelling about runaway production" when a producer goes overseas. In France, he said, there are no studios, just real estate which a producer rents prior to bringing in the equipment necessary to produce.

Jacks Backs U.A. on Rejected 'Kiss' Ad

Robert L. Jacks, producer of "A Kiss Before Dying," has sharply criticized the Motion Picture Association of America for refusing to approve ads prepared for the film by United Artists because of the use of the word "pregnant" in the copy.

United Artists has rejected the demand by the MPAA that the copy line "I'm pregnant," as spoken by an unmarried college girl portrayed by Joanne Woodward, be changed to "I'm in trouble."

In backing the firm stand taken by UA and its vice-president Max E. Youngstein, Jacks declared:

"The motion picture industry too often has been accused of using misleading advertising in publicizing pictures. Now we're trying to be completely honest and are told that we can't be.

"'A Kiss Before Dying' was a best-selling novel by Ira Levin. The plot evolves around a college girl who becomes pregnant out of wedlock. Naturally we used the same theme in transferring it to the screen. Since we were allowed by the Johnston office to use the phrase, 'I'm pregnant' in the picture, it's ridiculous not to be able to use it in the advertising.

"The film has received the Production Code seal," Jack said.

"We have no intention of changing our ads," he added.

Jules Bernstein Dies

CHICAGO, April 23.—Jules Bernstein, stage manager and chief electrician for Balaban & Katz for more than 30 years, died here.

Congressional Action on Toll-TV Is Urged

(*Continued from page* 1)

James Landis, special counsel for Skiatron Electronics and Television Corp., made this plea in testimony before the Senate Commerce Committee, which today opened a week of hearings on the toll-television question in relation to the problems of UHF broadcasters.

First Such Hearings

These are the first Congressional hearings touching on the toll-TV problem.

Raibourn asked for "an immediate and forthright declaration" from the committee "that the Commission should take immediate steps to give pay-as-you-see television a chance; that the Commission should place no artificial barriers in its path and place no artificial restrictions on its use." Landis asked the committee to "exert at least its moral influence" with the FCC "in behalf of the formulation of a program now." Both Raibourn and Landis argued that toll-TV would save many hard-pressed broadcasters, especially UHF stations.

Landis told Sen. Bible (D., Nev.), who presided in the absence of committee chairman Magnuson (D., Wash.), that Skiatron feared "a delay of four or five or six years" before the Commission acts on subscription TV.

Three of 15 Present

Only three of the 15 committee members were present during the Raibourn and Landis testimony, and none gave any firm reaction to the plea that Congress pressure the FCC to authorize toll-TV. Sen. Potter (R., Mich.) declared he was somewhat concerned over the fact that subscription television would charge the public for the use of the public's airwaves, and that he wondered whether this was in the public interest. However, he did not express firm opposition to toll-TV. Bible concentrated most of his questioning on the purchase and installation costs for toll-TV decoders, declaring it very important that the public know in advance what these costs would be.

Landis, former chairman of the Securities and Exchange Commission and former dean of Harvard Law School, said that as long as the decision on pay-TV remains pending before the FCC, the economic plight of many UHF and marginal VHF stations would become more serious. He said that the presentations of toll-TV programs over UHF stations "will afford a substantial measure of relief" to those stations which are not getting enough programs sponsored by advertisers to survive.

Sees a New Audience

Landis told the committee that the type of program Skiatron envisaged for toll-TV "might well appeal to a group of people not now watching television," and that he didn't think toll-TV, if authorized, "would weaken the circulation of the networks." He said Skiatron would have no objection if the FCC authorized all three toll-TV systems—Skiatron, Telemeter and Zenith—and that if the Commission should set up standards for toll-TV transmission, all three should be able to meet those standards.

Landis estimated it would cost the consumer about $45 to purchase and install a Skiatron decoder on his television set—more if a high UHF antenna were also necessary. He said Skiatron judged its programs would cost the viewer from 25 cents to two dollars a program. He predicted that within nine months after its authorization, Skiatron would have 100,000 viewers, and that "in an area like New York City," it should have up to 2,000,000 viewers within two years after authorization.

Decoder and Box, $30 and $50

Raibourn also estimated a $2 top for Telemeter's toll-TV programs, and said he thought installation of the decoder and coin box would cost between $30 and $50.

He also said he thought a program that would run from one to two hours could be seen for $1, and that the viewer could get about 20 viewing hours a week for from $4 to $10 a month.

Assuming that 25 per cent of the television households in the country install pay-TV by 1960 and spend an average of $1 a week on programs, Raibourn said, the aggregate revenue would be about $600,000,000. If 90 per cent of the television households have installed it by that time, he went on, the revenue would be $5,000,000,000.

Ignores Mass Audience

Raibourn maintained that toll-TV programs would be geared to a specialized audience, and not the mass audience to which commercial television now caters. Toll-TV would bring many "fine, high-calibre programs," he said, drawing them from new films, stage presentations, opera, sports and educational groups.

"Current motion pictures of high quality" would be among the most important types of entertainment which would be used on toll-TV, he said. These could be presented on TV at a price range of from 25 to 40 cents for an average picture, 30 to 60 cents for a Class A feature, and 55 cents to $1.20 for an "exceptionally expensive" picture.

Raibourn was accompanied on the stand by another Telemeter official, Paul McNamara, who told the committee that organized baseball management is "all in favor" of subscription television. "Baseball has been crippled by television," McNamara said, pointing out that 22 leagues hadn't started this year.

Hits NARTB, Webs, AT&T

Raibourn attacked the networks, the National Association of Radio and Television Broadcasters, and the American Telephone and Telegraph Co. "The committee should reaffirm and make clear," he said, "that network organizations are subject to anti-monopoly laws just as other American businesses are." He said he opposed the licensing of networks because this might give "further insulation from competition and give them possibly immunity to continue the present restraints," which he argued must be removed if subscription television is to have a fair opportunity to develop.

He declared he could not understand the NARTB's opposition to toll-TV, and accused it of "not representing the best interests of the stations or the public." He asked the committee, in cooperation with the FCC, to "take apppropriate measures" to require A. T. and T. to "expand and improve interconnection transmission facilities and offer them to all seeking their use at tariffs which are reasonable and non-discriminatory."

Says More Stations Likely

A final witness, Ray Kohn, told the committee that additional television stations could be established if toll-TV were authorized. Kohn explained how stations could increase their revenue by using subscription television programs. Kohn was the operator of an Allentown, Pa., UHF television station which went off the air a year ago. Before going off the air it petitioned the FCC to authorize a trial of subscription television in order to show public acceptance of the medium. The Commission turned down the station's request.

Pay-TV Would Hurt Theatres: Landis

From THE DAILY Bureau

WASHINGTON, April 23.—Skiatron special counsel James Landis admitted today that the authorization of subscription television would hurt motion picture theatre revenues.

He told the Senate Commerce Committee that toll-TV would "cut into the amusement dollar" and would take its greatest cut out of the share now going to motion picture theatres. Motion pictures, he said, would be toll-TV's "best fare," because they are "always there, always available and a stable source of program material."

Michael Barry, 80

KANSAS CITY, April 23.—Michael J. Barry, one-time partner in Blackstone Amusement Co., died here. Kansas City theatres in which he had owned interests were the Uptown, Isis, Warwick, Apollo, Rockhill, Linwood, Gillham and Roanoke. He was 80 years old.

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PCA Approved More Pictures by MPA Companies in 1955

A greater number of features from member companies of the Motion Picture Association of America were approved by the Production Code Administration in 1955 as compared to 1954, it was disclosed in the MPAA's annual report, released here yesterday.

Back to 1945

The report, containing a statistical analysis of the number of films approved by the PCA from 1945 to 1955, reflected the hike in production by the then 10-member MPAA companies, and independents releasing through them. In 1955, 210 features from member companies were approved by the PCA, as compared to 187 in 1954, and against 230 in 1945, considered one of the lush years of the industry.

However, in 1945 there were 128 features from non-member MPAA companies receiving PCA approval, as compared to 31 in 1955, indicative of the growing number of independents releasing through major companies. The total number of features approved by the PCA, taking in the domestic and foreign films, member and non-member companies, were 305 in 1955, compared to 303 in 1954 and 390 in 1945. The 1945 total contained one reissue, it was noted.

United Artists Included

United Artists, which resigned its MPAA membership effective Jan. 6, 1956, according to the report, made up the group of member companies in the statistical analysis which dealt with the period through 1955.

The increase in the number of foreign films handled by member-MPAA companies also was reflected in the analysis. The PCA in 1955 approved 45 foreign features handled by member companies, against 41 in 1954 and 14 in 1945.

Blank to Visit London

LONDON, April 23.—Theatre Owners of America president Myron Blank is expected to arrive here on May 6. He will address the meeting of the Cinema Luncheon Club on May 9 and follow this with informal talks with leading exhibitors. He had been invited to attend CEA's annual convention May 27-31, but his schedule did not permit him to accept.

Duty-Free Exhibits Get Senate Nod

From THE DAILY Bureau

WASHINGTON, April 23.—The Senate Finance Committee approved House-passed bills allowing duty-free importation of articles to be exhibited at the theatre equipment-supply trade show in New York City this fall and at the International Photographic exposition to be held in Washington next spring.

Johnston Hails Film Quality

(*Continued from page* 1)

one of the subjects of discussions at today's MPAA board of directors meeting here, spoke of 1955 as a "year of difficult adjustments for the . . . industry." Johnston, in his analysis, said that 1955, however, also marked the year when the producing and distributing branches of the industry "took a second wind and started forward again with new vigor and optimism."

Discusses TV

Johnston cited the following difficulties for production-distribution in 1955: the growth of television, new production and projection techniques and threatened trouble spots in a number of maior markets abroad.

Speaking of TV, Johnston stated that the industry "plunged into new relationships with television, which give promise of an important participation in a new market in a way which strengthens the industry's ability to improve the product for its theatrical customers."

Problems and uncertainties in 1955, Johnston continued, were reflected in the volume of business and profits for the year, which did not come up to the reasonable hopes of the industry.

Reviews Past 10 Years

Under the heading of "A Decade of Change and Challenge," Johnston reviewed some of the highlights of the past 10 years. He noted that "at the close of 1955 efforts were still being made to bring about a peaceful solution of the industry's business problems through a system of arbitration and conciliation." In January of this year, Theatre Owners of America "temporarily" withdrew its approval of the arbitration draft, and no further exhibition-distribution talks on arbitration have been held.

"The Production Code Administration," the review continued, "during the decade was put to a severe test after divorcement of theatres from the major distributors. The studios and their parent companies have repeatedly rallied to the support of PCA. While some defections within the industry did occur, they were held down to a rare few. A standing committee on the Code has been named by Johnston to make a thorough study of the Code and its operations," the review added.

In a footnote to the report, United Artists resignation from MPAA, "effective, Jan. 6, 1956," was noted. UA resigned following the PCA's withholding of a Code Seal from "The Man with the Golden Arm" due to its narcotic theme.

Will Oppose Censorship

Turning to the problem of government censorship, the review said that Johnston has made it clear that censorship of films would be fought in the legislatures as well as in the courts.

Speaking of the Children's Film Library, the review said that recently there have been some setbacks in the program because of the shortage of suitable prints. "However, there are indications that this valuable activity will be renewed and expanded in coming months," the report stated, adding that "successful exhibitors are realizing the great need to build more special programs for children on Saturday. "Today," the report went on, children under 14 years number some 44,000,000 of our total population—an all time high."

Canadian Strength Cited

Canada as a motion picture market and an example of mutual cooperation was pointed up in the report. "Though television has made some inroads in the past two years," the report stated that Canada's "box-office figures are still running over $100,000,000 a year."

Note Increase in Ad Revisions by Code

A slight increase in the percentage of advertising and publicity items either disapproved or revised by the Advertising Code Administration in 1955 as compared to 1954 was noted in the annual report of the Motion Picture Association of America, released here yesterday.

In 1955, the report stated a total of 159,930 advertising-publicity items were submitted to the ACA, 4,086 of which were either rejected or revised, as compared to 129,229 submitted in and 2,778 rejected or revised in 1954. The percentage of all advertising and publicity items disapproved or revised in 1955 was 2.55 percent for 1955 against 2.15 percent for the preceding year. "As in the past," the report continued, "the vast majority of these were corrected and approved."

Para. Employment

(*Continued from page* 1)

the studio in more than a year, it was announced today.

During the week ending April 14, there were 2,743 on the payroll. This included 94 stars and featured players, 50 players in minor parts and 307 extra players. There were 2,292 others on the personnel roster. The same high level of studio employment is expected to continue for some weeks.

The six pictures currently in work at Paramount are "Funny Face," "The Loves of Omar Khayyam," "The Lonely Man," "The Maverick" and two Hal Wallis productions, "Gunfight at the OK Corral" and "Hollywood or Bust." Scheduled to start in June are "The Jim Piersall Story," "The Buster Keaton Story," "Flamenca" and Wallis' "The Rainmaker." Two others are possible starters for June.

Market Abroad

(*Continued from page* 1)

Johnston said that they have bee good years for American motion pi tures in the overseas market, wi 1955 a record high, according to th MPEA report. "This income receive from overseas, supplementing dome tic revenues, has made it possible f Hollywood to cope with the great increased costs of producing the hig quality 'new look' films now enjoyin such great popularity in the Unite States and throughout the world," th report stated.

Johnston stressed that the gre progress of the American film indu try overseas "is firmly based also its contributions to the economies nations throughout the free world."

The MPEA president also not that the future of the American m tion picture industry is geared close to the trade policies of the U. S warning that "a backward step U. S. trade policy, or even a failu to continue the liberalization of pa years, would have adverse cons quences for this industry."

Turning to the question of forei film imports to the U. S., the MPE report stated that "In recent years t playing time and gross business foreign films in U. S. theatres ha been markedly increasing."

Four territories, Denmark, Spa Turkey and Greece, were listed areas with unresolved serious pro lems at year's end.

Code Revision

(*Continued from page* 1)

members of the committee—Barn Balaban, Abe Schneider and Dan O'Shea—to remain for a committ meeting following tomorrow mor ing's MPAA annual board meetir Committee secretary Ken Clark sa he expected the committee wou have some "exploratory talks," a that no formal agenda has been pr pared for the session.

Poor Heads Mutual

John B. Poor yesterday was elect president of the Mutual Broadcasti System by the board of directo which also renamed Thomas F. O'N as chairman.

Cites Short Subjects Decline in 10 Years

Production of short subjects has d clined in 10 years from the peak 549 subjects in 1946 to 334 subje in 1955, the annual report of the M tion Picture Association of Ameri stated.

The reduction of the short subje market was blamed on the wi spread use of the double-bill p grams. "But with longer films sche uled for release in the coming yea the report continued, "perhaps t single bill may take once again place in theatre programs and t short subject will again come into own."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

Vol. 79. NO. 80 NEW YORK, U. S. A., WEDNESDAY, APRIL 25, 1956 TEN CENTS

lo. Governor

sks Toll TV pproval Now tD.C.Hearing

lls Senate Committee y-to-See Is Needed

By J. A. OTTEN

ASHINGTON, April 24. — A ıer chairman of the Senate Com- ce Committee urged the committoday to ask the Federal Comications Commission to take imiate action to authorize subscriptelevision.

believe subscription television is only source of additional revenue high-quality programs proposed ch has the potential of increasing limited amount of service now

(*Continued on page* 4)

ax-Cut Hope ets Setback

From THE DAILY Bureau

ASHINGTON, April 24. — Treas Secretary Humphrey gave an inct blow to the industry's tax relief e by telling Republican legislative ers that he still doubted any big asury surplus this year.

umphrey discussed the tax situawith the leaders at the weekly te House legislative conference. ate minority leader Knowland Cal.) said the general feeling that "from all present indications e will not be sufficient additional nue to justify tax reduction this on."

nowland was talking about genindividual income tax relief, but umably the same arguments ld apply to other major tax cuts.

G-M into Theatrical oduction Field

-M will enter the field of thel production this fall. A playlucing department has been esished under the supervision of ey Phillips.

Announces Price Reductions

TODD-AO Refinements Fill Need For Standardization: Skouras

By MURRAY HOROWITZ

Further refinements in the TODD-AO process, as well as a reduction in the price of the all-purpose TODD-AO projector, were announced here yesterday by George P. Skouras, president of Magna Theatre Corp., at a press luncheon.

The completion of the scientific development of the TODD-AO compatible exhibition equipment now makes standardization of exhibition equipment possible, Skouras maintained. The Magna president, who recently returned from Europe, also announced that "Oklahoma!" in the TODD-AO version would open some time after August in Paris, Rome, Milan, Berlin and possibly Dusseldorf.

Skouras listed the following developments which "perfected" the process:

The new TODD-AO camera which can use 65mm. TODD-AO film, Cine-

(*Continued on page* 7)

Blumenstock Leaving W.B.

Mort Blumenstock, Warner Bros. vice-president in charge of advertising and publicity, has resigned from the company effective May 4.



Mort Blumenstock

In announcing his resignation, Blumenstock stated, "As my wife's health requires us to return to California as soon as possible, I have asked for release from my contract, and Warner Brothers have graciously consented, making it effective as of May 4."

Blumenstock, who thus terminates 25 years of employment with Warner Bros., has been vice-president in charge of advertising and publicity since 1945. Future plans, he stated,

(*Continued on page* 6)

Plans Completed for 'U' Global Meeting

Plans have been completed for the Universal International 1956 global conference which gets underway in Hollywood on May 7 with 72 delegates representing 55 countries, U-I foreign, domestic and studio executives.

An extensive program has been devised for the five-day Hollywood conference, the first in U-I's history, to familiarize the overseas delegates with all phases of company policy, opera-

(*Continued on page* 7)

REVIEW:

The Catered Affair

M-G-M

THE TRIALS and tribulations of an Irish family in the Bronx, examined with honesty, humour and compassion, form this "slice of life" story in the "Marty" manner. Ernest Borgnine is in this one, also, as well as Debbie Reynolds, Barry Fitzgerald and Bette Davis, mentioned last so that she can be set off for special praise, for lending depth and vitality to a central role, not usually associated with her name.

Wherever there are people interested in the problems and joys of other people, there is an audience for this film, based on another TV play of the same title by Paddy Chayefsky, of Academy Award winning "Marty" fame. The star-studded cast should give this Sam Zimbalist production

(*Continued on page* 7)

Matches Exhibition

MPA Approves $40,000 More For COMPO

Request for Additional $10,000 Seen by July

Approval of an additional $40,000 in matching funds to the Council of Motion Picture Organizations was voted here yesterday by the board of directors of the Motion Picture Association of America.

The board, consisting of company presidents, was apprised that an extra $10,000 in matching funds probably would be requested before COMPO's fiscal year ends in July. Under MPAA's arrangement with COMPO, the member MPAA companies match all funds contributed to COMPO by exhibition.

Earlier in the current fiscal year,

(*Continued on page* 4)

Loew 16-Week Net:$1,641,682

Loew's, Inc., and subsidiaries, including theatre subsidiaries, report for the 16-week period ended March 15, consolidated net profit after taxes of $1,641,682, equivalent to 31 cents per share, compared with $1,753,102 equivalent to 34 cents per share in the corresponding period of the previous year.

Gross sales and operating revenues for this period amounted to $52,837,000, compared with $52,613,000 for same period of the previous year.

Net profit for the 28 weeks ended

(*Continued on page* 7)

Self-Regulatory Unit To Meet Here May 15

The self-regulatory committee of the Motion Picture Association of America held a short exploratory meeting here today following the MPAA board of directors session.

It was agreed that the committee would meet again here on May 15.

PERSONAL MENTION

JAMES R. VELDE, general sales manager of United Artists, is in Philadelphia today from here.

•

THOMAS F. O'NEIL, chairman of the board of RKO Radio Pictures, has arrived in Hollywood from New York. He will return here on Friday.

•

SANFORD W. WEINER, general sales manager of Continental Distributing, left New York yesterday for Chicago and Cleveland.

•

SEYMOUR SCHUSSEL, eastern division manager for I.F.E. Releasing Corp., is in Washington from here.

•

JOHN C. FLINN, Allied Artists advertising and publicity director, has arrived in New York from the Coast.

•

J. J. COHN, M-G-M studio executive, will leave here today for London.

•

JOHN DARBY, of Technicolor, has left New York for London via B.O.A.C.

•

WILLIAM WYLER is in New York from Hollywood.

•

WILLIAM PERLBERG is en route to Europe from here.

Rudich Named Asst. UA Publicity Mgr.

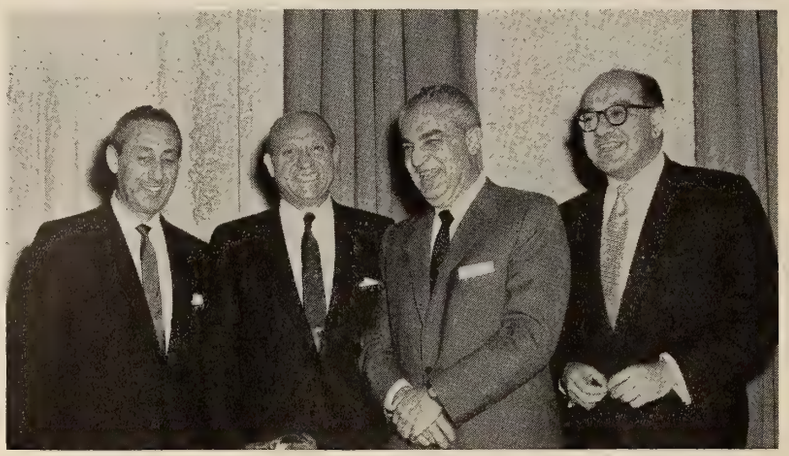
The appointment of Nat Rudich as assistant publicity manager of United Artists was announced yesterday by Roger H. Lewis, national director of advertising, publicity and exploitation.



Nat Rudich

Rudich, who joined UA in 1953 and has served as radio-TV contact, will work under publicity manager Mort Nathanson in the national supervision of magazine, newspaper, radio, television and syndicate planning and planting.

Prior to joining UA, he staged dramatic shows for Dumont's WABD from 1944 to 1946 and served as TV consultant to Columbia Pictures and program director for WNYC in New York He later produced and directed TV and radio programs for his own packaging firm.



AT THE CINEMA LODGE, B'nai B'rith President's Luncheon at the Hotel Sheraton Astor yesterday are newly-installed president Robert K. Shapiro, managing director of the New York Paramount Theatre; Jacob K. Javits, Attorney General of the State of New York, the principal speaker; luncheon chairman Robert M. Weitman, vice-president of program development for CBS Television, and retiring president Max E. Youngstein, vice-president of United Artists.

Lodge Goal: 1,000 Members

The goal of Cinema Lodge B'nai B'rith, is to raise its membership to 1,000 in the coming year, retiring Lodge president Max Youngstein declared at the "president's luncheon" at the Sheraton Astor Hotel here yesterday when the new officers of the Lodge, headed by president Robert K. Shapiro, were inducted.

Youngstein was presented with a piece of luggage, honoring his services as president, by Harry Brandt. He also received a citation from the Metropolitan Council of B'nai B'rith and a citation from Sammy Davis, Jr., for his efforts in behalf of the Jewish National Home for Asthmatic Children.

Martin Levine, past president of Cinema, was also presented with a plaque for his part in making the New York premiere of "Alexander the Great" a successful fund-raising event for the national B'nai B'rith agencies.

Goldwyn Donates 4 To Museum Here

As a donation to the New York Museum of Modern Art film library, Mr. and Mrs. Samuel Goldwyn have presented four of Goldwyn's more important productions. The pictures were "Stella Dallas" (1925), "Night of Love" (1927), "Wuthering Heights" (1937) and "The Little Foxes" (1941).

The formal presentation was made at a reception at the museum. President William A. M. Burden accepted the gifts.

Cohen, Miss Moore, Starr at V.C. Lunch

Myron Cohen will be toastmaster at the regular luncheon on Friday at Toots Shor's of Tent No. 35, Variety Clubs International.

Guests will include Cleo Moore, Columbia star, and Martin Starr, TV and radio commentator, who has been designated "Mr. Variety of 1956," with special duties for the International convention here next month.

SPG Pact Provides For $10 Wage Hike

The membership of the Screen Publicists Guild (District 65) met here last night to vote on a new two-year pact covering advertising, publicity and exploitation personnel at Columbia, 20th Century-Fox, Warner Brothers and Universal Pictures.

The two-year agreement, which was recommended to the membership, would expire in April, 1958, and will cover some 140 persons at these four companies. The contract provides for an average $10 weekly wage increase, an average $5 increase in minimums, three-week vacations after 15 years, reductions in tolerances at 20th-Fox and Universal, and adjustment of some individual wages.

Under the general wage increase provision, the SPG negotiating committee recommended that publicists earning up to $100 receive $8; up to $135, $9; up to $175, $10, and over $175, $11.

Contract negotiations will open today for publicists at United Artists and tomorrow at M-G-M, the other two companies at which the SPG holds bargaining agreements.

Allied of N.J. Defe Tax Relief Support Waits Allied Actio

By LESTER DINOFF

Allied Theatre Owners of New sey still is in favor of a repea the remaining Federal admis taxes but is deferring its suppor the campaign pending action on tax repeal program by the nati organization, Sydney Stern, AT president, declared here yesterday

Stern, following a member meeting of the exhibition group at Famous Kitchen Restaurant, also closed that ATONJ "unanimo endorsed a resolution that arbitra be a two-way street and that i all-inclusive."

Likes Quaker Oats Tieup

Stern said New Jersey Allied mended M-G-M for its efforts on half of exhibition with its Qu Oats tie-up. However, ATONJ gested that M-G-M confer with branches of exhibition "and not the grocers" in making future tie-

Stern said that ATONJ also i favor of an all-industry parley as posed by Abram F. Myers, nati Allied's board chairman and ge counsel. He said that "our mem do not understand why distribu representatives refuse to sit dow discuss problems of mutual int with their customers."

Pathe Names Mill Technicolor Direct

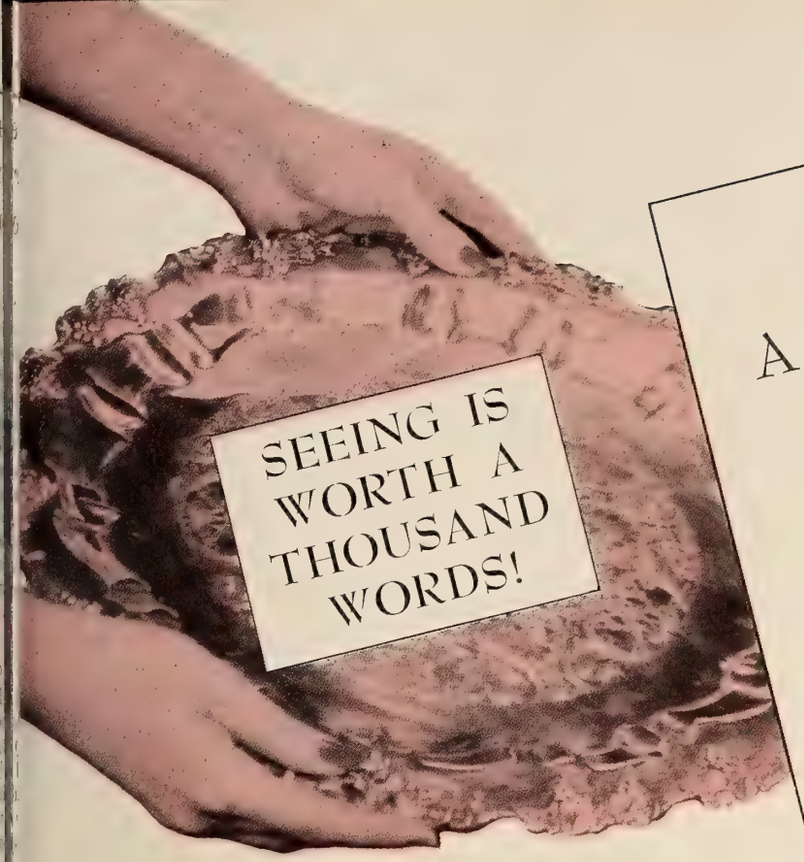
Arthur J. Miller, pioneer in veloping wide-screen motion pic film and processes, has been pointed technical director of P Laboratories, Inc.

In his new post, Miller will o see development and improvemer machines, techniques and process

Miller also will organize and supervise development methods Pathecolor, Inc., a new subsidiar Pathe Labs now entering the sumer color film processing ma Before coming with Pathe Labs, ler was director of American Op Company's motion picture prin department.

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CINEMASCOPE
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,



You are cordially
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A THEATRE PREVIEW
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"The Catered Affair"

In Exchange cities from April 30th to May 4th (*inclusive*). There will be no projection room screenings. If your invitation gets lost, come anyway.

When we showed "THE CATERED AFFAIR" in a New York neighborhood theatre exhibitors said: "If only showmen throughout the nation could be here to witness the electrifying response!" The audience applauded, cried, laughed and just plain loved it. The Film Research Surveys poll equalled famed "Blackboard Jungle." That's why we're showing it in Exchange cities nationwide. Seeing is believing. Circuit heads, bring your Managers. Local press and opinion makers will be there too.



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Her Greatest



His Funniest

One of the many Big Ones from
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Starring BETTE DAVIS
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Screen Play by GORE VIDAL · From A Play by PADDY CHAYEFSKY
Directed by RICHARD BROOKS · Produced by SAM ZIMBALIST

(*Available in Perspecta Stereophonic or 1-Channel Sound*)

TV Hearing

(*Continued from page* 1)

available to the public," Edwin C. Johnson, former Democratic senator from Colorado and now governor, told the committee. Johnson, speaking for Zenith Radio Corp., did not appear in person, but his statement was read into the record by committee counsel Kenneth Cox.

Cohn to Be Heard Today

Johnson's statement opened the second day of the committee's hearing on subscription television as it relates to improving nationwide television service. Zenith Radio Corp. and other proponents of subscription television also testified today. Tomorrow opponents of the system will take the stand, with Marcus Cohn, attorney for the committee against toll television as the first witness.

Subscription television on a limited basis would better serve the public, he continued, "and practically every major problem which has been discussed before this committee in the last few months would be eliminated." He said "the public would be better off having 85 per cent of their programs broadcast free with 15 per cent subscription than to have no television service at all."

Johnson argued that the commission has legal authority to authorize subscription television, and that no further legislation is required. He asked the committee to make clear to the FCC that "the present financial distress of the television industry and its inadequacies in terms of a competitive system" make it imperative that the commission "take immediate action" to "lift all artificial restrictions" which prevent the industry from obtaining the relief subscription television could give.

Sees 'Not More Than 6 Markets'

W. Theodore Pierson, Zenith counsel, testified that if subscription television were authorized, "it would be well to the end of a period of two years before even one market was established by a subscription television proponent." Pierson said he "couldn't conceive of more than six markets" operating with subscription television in the immediate two years after its authorization.

Senator Pastore (D., R. I.), presiding over the hearing in the absence of committee chairman Magnuson (D., Wash.), questioned Pierson intensively on whether any government agency would regulate the fees charged to the public by subscription television broadcasters. Pierson replied that there was as yet no pay TV experience on which to base any possible rate regulation, and that experience in the field would be gathered slowly over a period of years.

Will Seek Station Permits

Lou Poller of Television Exhibitors, Inc., told the committee that his group would shortly apply to the FCC for permission to build and operate a number of television stations in several cities in order to transmit subscription television programs. The stations would operate on the UHF band for at least five years, he said. They would not take anything away from existing television services in the areas where they would operate, but would be an additional service.

Pastore questioned fee regulation here, also, and asked if the system envisaged by Poller didn't have "the substance of monopoly?" Poller replied that competition with other subscription television broadcasters would rule out any possible monopoly.

Charles Caveny, dean of the Undergraduate Division of the University of Illinois, said the authorization of subscription television would bring in revenues which would enable colleges and universities to conduct graduate and extension course on their educational television stations.

A statement by Ralph Bellamy, President of Actors' Equity Association, was put into the record, maintaining that the authorization of subscription television would give needed additional employment to actors, talent pools, craftsmen and technicians working on the legitimate stage. Bellamy, like Johnson, appeared for Zenith.

REVIEW:

Unidentified Flying Objects

Greene-Rouse—United Artists

HOLLYWOOD, APRIL 24

THIS NATION'S, official and secret, investigations of phenomena loosely termed "flying saucers," from 1947 to now, are documented expertly, in extreme detail, and with many close-in individuals portraying themselves, in Greene-Rouse Productions' 91-minute science-fact film named for its frequently miscalled but now blue-printed subject.

Included as basic material in its straightaway presentation of investigative procedures, policies and problems, in calendar succession, are the only two motion picture recordings of "flying saucers" (correct term "unknowns") ever made. And at the picture's end these film strips, returned to their owners after years of government analysis and study, and obtained by Greene-Rouse from those owners, are re-run, in various enlargements, with stop-shots for close examination, so that earnest students of UFO (as they're grouped in official language) may inspect them at critical convenience.

Although many circumstances may be expected to bear upon consumer response to any attraction so far from fictional precedents as this one is, there is solid ground for confidence that its manifest validity and freedom from sensationalism will earn gratifying grosses.

One film strip accredited by authorities as authentic beyond question was made by Navy Chief Photographer Delbert C. Newhouse while motoring through Utah on vacation, becoming his personal property by that circumstance and being returned to him after his retirement from service and the completion of its study by Washington experts. The other likewise authenticated film strip was shot by private citizen Nicholas Mariana at Great Falls, Mont. Copyright to them, they are central points in "UFO" but are by no means the only ones. Even more interesting in some respects is the film's disclosure that 14 UFO's were sighted over Washington, D. C. July 20 and 27, 1952, both by radar and by pilots sent up to investigate. This extended sequence builds solid suspense despite the film's totally factual nature. The production by Clarence Greene is among the best documentary-type undertakings in industry history. Winston Jones' direction and the script by Francis Martin are excellent.

Running time, 91 minutes. General classification. No release date set.

WILLIAM R. WEAVER

Danish Pact Signed, Then Repudiated

The Danish impasse seemed solved here yesterday with the return of Griffith Johnson, Motion Picture Export Association vice-president, but as the day progressed, the situation returned to its former status.

Johnson, upon his arrival here from Denmark reported that Danish negotiators, representing the Danish exhibitor group's board of directors, had agreed to free negotiability of all American pictures. In the early afternoon, Johnson was advised that the negotiators signed agreement had been approved by the board. But a few hours later, he was cabled that exhibitor members of the Danish group repudiated the action of the board.

It is understood that the American film embargo will continue until a settlement is reached.

Youngstein to Europe

Max E. Youngstein, vice-president of United Artists, will fly to Europe tomorrow to conduct a series of conferences in Paris, Rome and Madrid.

Officers, Directors Of MPA Reelected At Quarterly Meet

The board of directors of the M tion Picture Association of Americ its first quarterly meeting yester unanimously reelected all incumb officers.

Those reelected were Eric Jol ton, president; Ralph Hetzel, Kenn Clark, G. Griffith Johnson and G frey Shurlock, vice-presidents; Sid Schreiber, secretary; Stanley Weber, treasurer; Thomas J. Mc mara, assistant treasurer, and Ja S. Howie, assistant secret treasurer.

At the annual meeting of the m bers of the association which ceded the board meeting, all of present directors were elected.

MPAA Approves

(*Continued from page* 1)

MPAA contributed $50,000 in ma ing funds to COMPO.

The board, convening in its an meeting, also heard a report on Senate Small Business Subcommi hearings by Adolph Schimel, ch man of MPAA's legal committee.

Regarding the question of a placement for Al Lichtman, now tired, on the governing triumvi of COMPO, the board tabled imm ate action. A meeting of the comp presidents will be held in the future, it was explained, to re the participation of film companie COMPO for the next fiscal yea procedure which is now standard erations. The meeting, which will be attended by some sales m agers, is to decide on a successo Lichtman, representing the film c panies, once the question of whe to participate in COMPO the fiscal year is settled.

Schimel was said to have rend a short report on the SSB hear to date, in addition to outlining rebuttal planned by production-di bution.

To Boost Eastman's Shares to 40 Millio

ROCHESTER, N. Y., April 2 Share owners of Eastman Kodak at their annual meeting today Flemington, N. J., voted to pe the company to increase the thorized number of common share 40,000,000. The number of author common shares previously was 000,000, of which 18,277,260 issued and outstanding.

As announced earlier, the comp has no present intention of issu selling, or distributing the additi 20,000,000 shares of common st Re-elected as directors for three- terms were James F. Bell, fou of General Mills, Inc.; Charles Flint, consultant to the Kodak C pany; Gwilym A. Price, chairman president of Westinghouse Ele Corp., and Donald McMaster, v president and general manager of Kodak company.

THE PATRONS AND PRAISES

will go to

"THE PROUD AND PROFANE"



REASON #3

STARRING

DEBORAH KERR

in her most alluring and dramatically
stunning performance since "From Here To Eternity"...

...coming in the big boxoffice months ahead from PARAMOUNT

Blumenstock

(*Continued from page* 1)
will be formed after returning to California.

The company's announcement made no mention of a successor to Blumenstock, who was given a new three-year contract only recently. Presumably, no decision on the appointment has been made yet. Blumenstock's headquarters had been transferred to the studio from here about 10 years ago, and had been reestablished in New York only about two months ago.

Nat Lefton, 62, Dies; Funeral in Cleveland

SARASOTA, Fla., April 24.—Funeral services will be held Friday in Cleveland for Nat L. Lefton, 62, long time Ohio distributor until his retirement some 10 years ago, who died in Sarasota Memorial Hospital yesterday.

Surviving are his wife, Emily; a daughter, Mrs. Natalie Perlmutter, and two sons, Benton and Gilbert.

'War' to Capitol

Paramount's "War and Peace" will open at the Capitol Theatre here on Aug. 23, it was reported here yesterday.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

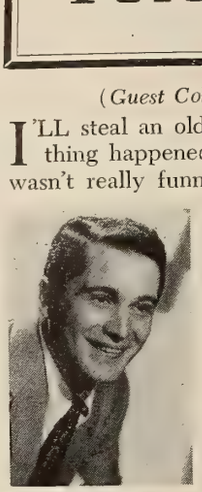
Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

By Perry Como

(Guest Columnist for Pinky Herman Who Is On Vacation)

I'LL steal an old vaudeville cliche and start out by saying, "A funny thing happened to me on the way to rehearsals today. . . ." But it wasn't really funny—rather nice. A few youngsters were waiting outside the stage door of the TV theatre and when I signed their autograph books there were lots of shy giggles and stammered thank-yous.



Perry Como

I mention this only as a segue into the remember-when department. I'm feeling a little nostalgic.

Some folks may have a notion that when you're what is known as a "star" you forget the past and imagine that you were always on top. It isn't so. You never forget if you struggled, or how many doors you knocked on, or if you had your heart handed to you in little pieces, or even how many laughs you had on the way.

And one of the things I'll never forget is how tongue-tied I'd get when I was introduced to a celebrity. In Canonsburg, Pa., where I was born, the star pitcher of the local soft ball team was a big wheel!

☆ ☆ ☆

But the kids today have an ease and poise that's gratifying. I consider them my friends: the ones who write me letters telling me that they liked (or didn't like!) a particular record, or one of our NBC television shows; the ones who come around to visit at the studio during rehearsals or after the show. I've seen some of them grow up—from adolescents to young ladies. Rather than make me feel like an aloof star, they help to make me feel like a guy they know, someone who entertains them, whom they might criticize from time to time and whom they help by writing letters, buying records and tuning into the show. Without them a "star" can't shine.

One particular incident stays with me. A woman came to the studio one evening accompanied by her young daughter. She approached me and said, simply, "I'm so happy about the friendship between you and my daughter." I had never met them before nor had they met me. But I knew what she meant and it's the kind of a compliment and friendship that makes you feel important—more than money or a marquee sign.

☆ ☆ ☆

Of course, there was a time that Perry Como thought he was a celebrity. I was playing a week's engagement at a Pittsburgh theatre and it was my first really big time, big money personal appearance date. My father came to Pittsburgh for the opening show and we drove downtown together. When we arrived at the theatre I pointed out the huge marquee with my name in lights, the pictures and flyers in the lobby and the long line that had formed. After the show, there was a crowd around the stage door and Pop and I finally got a cab back to the hotel. He hadn't said a word, just kept nodding his head in acknowledgment. But I was feeling pretty important and since he wasn't saying anything, I finally asked in desperation:

"Well, what did you think of it?"

And he just smiled gently, nodded again and said: "Brava, brava!"

A rough translation might be, "That's a good boy," or the equivalent of a pat on the head. Suddenly I was still the kid who brought home a good school report and Pop would say then, as he did in Pittsburgh, "Brava, brava!"

That's something I'll never forget. In fact, when I got home to Canonsburg, I still get a kick out of meeting the local soft ball star.

Mo.-Kansas Allied Convention May 8

KANSAS CITY, April 24. — Allied Independent Theatre Owners of Kansas-Missouri has scheduled its annual convention for May 8 at the Aladdin Hotel here. Benjamin N. Berger, president of North Central Allied, plans to attend. Officers will be elected.

Henry Stephenson Dies at 85 in S.F.

SAN FRANCISCO, April 24.—Henry Stephenson, 85, star of stage and screen for more than 50 years, died here today at St. Luke's Hospital. Stephenson entered the film field in the early days of the industry. He is survived by his wife, Dorothy, who is Ann Shoemaker, actress.

National Pre-Selling

A FULL-COLOR page ad "Gaby" appears in the April issue of "Life." The creators of t ad were able to capture the gay, st ulating, spring-like colors that w so prevalent in the French sch during the first part of the centu

A pictorial review of Alfred Hit cock's "The Man Who Knew T Much" appears in the same issue. T pictures in "Life" transmit the st terror and interest-provoking suspe found in most Hitchcock films.

Also in the same issue is a ph of Marlon Brando, who is almost distinguishable in his makeup as " kini" in "Teahouse of the Aug Moon," now in production.

•

Louis Berg, "This Week" m editor, gave a laudatory review "Love and Lollipops," which will pear in the April 29 issue of "T Week."

•

"Based on Sloan Wilson's l seller, 'The Man in the Gray Flan Suit' makes a screen story that is e more forceful than the book," repo "Look" in the May 1 issue. The viewer goes on to say, "Gregory P in his best performance since 'G tleman's Agreement,' plays the yo white-collar hero." Interest-comp ling production stills illustrate review.

•

Two striking color ads, one "Alexander the Great," and the ot on "The Man in the Gray Flan Suit," appear in the April issue "Good Housekeeping."

•

"Gaby," "It Happened One Nigh "Jubal," "The Birds and the Be and "Miracle in the Rain" are r ommended to the 10 million wom readers of "Woman's Home Comp ion's" May issue.

•

"The Swan" is the recipient of c siderable assistance in the May is of "Seventeen." A feature arti titled "Blind Date for a Prince summarizes the story theme draws the parallel between star Gr Kelly's real-life romance and screen story.

Illustrating the article is a full-p portrait of Miss Kelly as "The Swa

•

Deborah Kerr, star of "The K and I" and "The Proud and the P fane," will be the cover girl on April 29 issue of "Parade." In addit to the full-color cover, there is interesting personality story in same issue in which Clark Gable quoted as saying "Deborah Kerr one woman who made a success being a lovely human being."

•

The last installment of the Gr Kelly (star of "The Swan" and "H Society") story, written by Mau Zolotow, will appear in the April issue of "American Weekly."

WALTER HA

e Rochemont Films ODD-AO Subject

oducer Louis de Rochemont has ade a short subject in the TODD-) process, showing off the sense of rticipation in the system, it was dis- sed here yesterday by George P. ouras, president of Magna Theatre rp. The short, described as a trav- gue, will be distributed May 25 to theatres in the U. S. showing klahoma!"

Skouras said that negotiations cur- ntly are under way for the pro- ction of "South Pacific" in the DD-AO process.

U' Meeting

(*Continued from page* 1)

n and long-range sales and pro- otion plans for the foreign field.

Alfred E. Daff, Universal Pictures ecutive vice-president and president the foreign subsidiary, Universal ernational Films, will preside at conference while the sales meet- gs will be conducted by foreign neral manager Americo Aboaf.

Expansion Planned

Included in the "global policy in ion" program arranged for the legates will be the outlining of ojected plans for further expansion the overseas markets and the ual presentation of sales and pro- otion information at the general sions.

In addition to Daff and Aboaf, the S.A. contingent will be headed by ard chairman Nate J. Blumberg, sident Milton R. Rackmil, vice- sident in charge of production ward Muhl, vice-president and S.A. general sales manager Charles Feldman and vice-president David oton.

Foreign Dept. Officials to Attend

Attending from the U-I foreign de- rtment in New York will be Ben Cohn, Felix Sommer, Fortunat ronat, Joseph Mazer and Irving eiss.

Also included in the U.S.A. delega- n are Norman Gluck, Charles nonelli, Clark Ramsay, Jack Dia- nd, William Gordon, Louis Blaine d Maurice Myron.

us-Trolley Strike ffects Milwaukee

MILWAUKEE, April 24.—Milwau- has been without bus or street service for a week, with car pools ting people to and from work. The wntown stores report business off to 50 per cent. The downtown atres report business off 20 to 25 cent. The Towne Theatre, how- r, reports its business was pretty d with its features of two westerns d had a good opening with "For- den Planet."

Neighborhood houses reported very d business generally during the ke.

TODD-AO Refinements Outlined

(*Continued from page* 1)

maScope stock and regular 35mm., interchangeably, and is capable of printing down. By way of contrast, he pointed out that it cost an extra $1,000,000 to photograph a CinemaScope version of "Oklahoma!"

Adaptable to Any Booth

A special printer which eliminates the necessity for horizontal projection and the required orchestra booth. Prints can now be turned out to be used from various projection angles. A TODD-AO film, Skouras stated, now can be projected from any booth existing in any theatre.

An all-purpose screen, with an optional frame, which is within the area of the proscenium arch, and which can be adjusted from a flat surface to a curved surface and vice versa.

Considerable Price Reduction

In addition, Skouras said that the cost of the TODD-AO equipment, held higher initially to recoup prototype production costs, has been reduced to present competitive prices, which in some cases is as much as 55 per cent. The Magna president put the cost of the all-purpose TODD-AO projectors at about $7,500 now and the all-purpose TODD-AO adjustable screen at about $2,700. He estimated a complete installation of the TODD-AO equipment, which also could serve CinemaScope and conventional projection as well as all types of sound, at not over $25,000.



Quigley Publications photo

George P. Skouras

He acclaimed the TODD-AO process as offering something different than home TV and said it is the answer to the industry's need for standardization. Theatres, he continued, by offering what cannot be duplicated on home TV, will survive.

With these new developments in mind, Skouras said he instructed Magna's sales vice-president, Ted O'Shea, to begin booking 25 new engagements in the U. S.

Skouras, asked about the British situation, said that "Oklahoma!" will not be shown in the TODD-AO road-show version there due to what he called "the discriminatory" tax on road-show admissions. He said in Britain, a CinemaScope version of "Oklahoma!" will be shown, adding that he had talked with the J. Arthur Rank Organisation about bookings.

'Scope Version to Odeon

He said that the Rank people promised further stereophonic sound installations for the engagement beyond their present 75 theatres, equipped for stereophonic sound. Skouras stated that he would sell away from Rank in a situation where the competition may have stereophonic sound equipment and a Rank house does not. Rank's Odeon Theatre, London, will open with the CinemaScope version, Skouras stated.

Loew's Net

(*Continued from page* 1)

March 15, amounted to $1,889,843 equivalent to 36 cents per share compared with $3,274,451 or 64 cents per share in the corresponding period of the previous year. Gross sales and operating revenues for this period amounted to $87,439,000 compared with $92,399,000 for the same period of the previous year. Figures are subject to year-end audit and adjustments.

Arthur M. Loew, president, stated that the second quarter results represented an improvement in earnings over the first quarter of the current fiscal year.

In a letter to the stockholders accompanying the post-meeting report of the stockholders' meeting held on February 23, Loew reported that shares of the company's stock had been recently purchased, pursuant to stock option agreements approved by stockholders, by the following persons: Arthur M. Loew, 33,000 shares; Charles C. Moskowitz, 15,000 shares; Dore Schary, 50,000 shares; Louis K. Sidney 18,332 shares; Benjamin Thau, 22,000 shares and Joseph R. Vogel, 22,500 shares.

The Catered Affair

(CONTINUED FROM PAGE 1)

an extra push at the box-office, broadening the popular appeal, which, in turn, should be reflected in healthy receipts.

The off-casting of Bette Davis as the luckless, plain wife of taxi driver Borgnine, beset by seemingly never-ending problems, has paid off handsomely, in this reviewer's opinion. Scene by scene, she adds dimensions to the character, giving the film a focal point of indomitable, human courage which rises above the drabness of its setting. It's acting at its best and of Academy Award winning caliber.

Borgnine turns in a fine performance, Miss Reynolds a charming and winning one, while Fitzgerald gets more than his usual quota of laughs, playing a role tailored for his pixie-ish qualities.

The conflict arises within the opening few minutes of the film: Shall it be a big wedding or a small one? Shall Miss Reynolds, playing the daughter, be allowed to marry Rod Taylor, her fiance, without the fanfare and the expense of staging a lavish wedding? From this pivotal point, situation after situation arises, some funny, some sad, others pathetic and biting, which gives a realistic, vivid picture of the Hurley family, their attitudes, their environment and their goals. The highlights are the visit of the future in-laws, the decision to have a catered affair, the onrushing depletion of the family's bank account, the realistic, warm adjustment made between the wife and her husband at the end.

Borgnine and Miss Davis make an unusual team and the casting of the pair should create a lot of talk, no disservice to word-of-mouth advertising. Richard Brooks' direction is sharp and competent, while Gore Vidal did the screenplay.

Others in the cast include Robert Simon, Madge Kennedy and Dorothy Stickney, the latter as Fitzgerald's "December bride" doing a fine bit part; Carol Veazie, Joan Camden, Ray Stricklyn and Jay Adler.

Running time, 93 minutes General classification. For June 22 release.

MURRAY HOROWITZ

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CRIME IN THE STREETS

for

World Premiere Presentation

in May



Starring JAMES WHITMORE · And Introducing JOHN CASSAVETES · Co-starring SAL MINEO And MARK RYDELL · WITH DENISE ALEXANDER

A VINCENT M. FENNELLY PRODUCTION · Directed by DONALD SIEGEL · Story and Screenplay by REGINALD ROSE · Music by FRANZ WAXMAN

AA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 79. NO. 81 NEW YORK, U. S. A., THURSDAY, APRIL 26, 1956 TEN CENTS

egality Doubted

en. Unit Told 'oll TV Would ill Free Video

ohn, Fellows, Stark in ea for Viewers' Rights

By J. A. OTTEN

VASHINGTON, April 25.—Three ponents of subscription television ay told the Senate Committee on erstate and Foreign Commerce t the authorization of a pay tele- on service would kill free televi- n.

Testifying were Marcus Cohn, nsel for the Committee Against -to-See TV; Harold E. Fellows, sident of the National Association Radio and Television Broadcasters, l Abe Stark, president of the New k City Council.

Testimony from additional op- ents will be heard tomorrow, h Richard Salant, vice-president

(*Continued on page* 6)

ouse Passes USIA ill; Cinerama Out

From THE DAILY Bureau

VASHINGTON, April 25. — The use today ratified its Appropria- s Committee's decision to deny Administration funds for the ating Cinerama" project.

The House passed and sent to the ate a bill appropriating $110,000,-) for the U. S. Information Agency the year starting July 1. This uld be $25,000,000 less than the ncy sought, but $22,663,370 above

(*Continued on page* 6)

lverstein Leaves or Mexico City

Maurice Silverstein, the newly ap- nted liaison with independent pro- ers whose pictures will be eased through Loew's, left here terday for Mexico City.

Silverstein had been regional direc- of Latin America for Loew's ernational at the time of his ap- ntment. He will return in about a nth to make his headquarters in w York.

President Also Dims Hope for Tax Relief In This Congress

From THE DAILY Bureau

WASHINGTON, April 25.—President Eisenhower today added his voice to that of Treasury Secretary Humphrey in opposition to major tax cuts this year.

He told his press conference that as of now he is convinced it would not be in the best interests of the country to reduce taxes this year.

The President implied that he would hold to this view even if the Federal surplus turns out to be much larger than the $200,000,000 estimated in January. It would be only prudent, he declared, to apply $1,000,000,000 or $1,500,000,000 to the national debt before cutting any taxes.

A similar stand was taken by

(*Continued on page* 7)

N.Y., Buffalo, Omaha Leading UA Drive

The first lap of United Artists fifth anniversary sales drive was completed this week, with New York, Buffalo and Omaha heading each of the three groups into which the company's 33 branches have been divided. The standings at this point of the 32-week campaign for collections, billings and playdates were announced by drive co-captains William J. Heineman, vice-president, and James R. Velde, general sales manager. The branches, split into groups of equal grossing potential, are competing for cash

(*Continued on page* 7)

Protest Refusal of U.K. Tax Relief

From THE DAILY Bureau

LONDON, April 25. — The management council of the Association of Independent Cinemas has recommended that its members withhold payment of their portion of the Eady levy as a protest against the refusal of the Chancellor of the Exchequer to grant any relief from the entertainment tax.

The action is subject to approval by the membership which, it is claimed, represents 700 theatres.

Aim Para. 'War' Ads At Opinion Makers

The nation's exhibitors and important molders of public opinion, who rely on the motion picture trade press for advance product information, will be the targets of Paramount's "War and Peace" kick-off advertising barrage during May—nearly a half-year ahead of release of the VistaVision-Technicolor production of Tolstoy's

(*Continued on page* 7)

Paul Benjamin Dies; Was NSS Executive

Special to THE DAILY

MIAMI, April 25.—Paul J. Benjamin, production manager of National Screen Service until his retirement a few years ago, died here today. He was 59.

Benjamin served as treasurer for AMPA for a seven-year period and

(*Continued on page* 7)

TOA, Allied Leaders to SSBC Distributor Hearings; May Hold Joint Meeting Later

Top leaders of Theatre Owners of America and Allied States Association will attend the Senate Small Business subcommittee hearings in Washington on May 21 to hear distributor representatives testify on industry trade practices, it was learned here yesterday.

It was also indicated that following the distribution testimony before the SSBC group, headed by Sen. Hubert Humphrey (D., Minn.), that the executives of TOA and Allied may sit down together on May 22 and discuss the testimony. It was pointed out that this conference among the leaders of the national exhibition organizations might bring about "a new mutual exhibition policy."

According to an official of TOA, Myron N. Blank, TOA president, is expected to return from Europe around May 15 and will attend the SSBC hearing in Washington along with other executives of his organization. It was also learned that the Allied board will meet in Washington at the time of the SSBC hearing.

For $15,000,000

20th-Fox Sets Up New Credit Arrangement

$8,000,000 Borrowed To Date from Banks

A new credit agreement by 20th Century-Fox with a group of banks for $15,000,000 was disclosed in the company's annual report to stockholders, issued here yesterday, by president Spyros P. Skouras.



Spyros P. Skouras

Thus far, the report stated, the company has borrowed a total of $8,000,000 under the new agreement, of which $2,000,000 was obtained this month. The agreement, dated Sept. 9, 1955, calls for a loan of $15,000,000, "all or any

(*Continued on page* 7)

AMPA Nominates Bader for 2nd Term

David A. Bader has been nominated to serve a second term as president of Associated Motion Picture Advertisers, which will conduct its annual election meeting May 3 in New York's Piccadilly Hotel.

Other nominations submitted by the committee were: Vice-president, Blanche Livingston; secretary, Bob Montgomery; recording secretary,

(*Continued on page* 7)

Council Ends Move To Boycott 'Boone'

From THE DAILY Bureau

HOLLYWOOD, April 25. — The AFL Film Council today announced the lifting of the nationwide boycott against the Ganaway-Ver Halen production, "Daniel Boone," following consummation of new contracts with council-member guilds and unions and a promise to consult with the

(*Continued on page* 7)

PERSONAL MENTION

DR. JOHN G. FRAYNE, president of the Society of Motion Picture and Television Engineers, has arrived in New York from Hollywood.

•

MARY PRICE, secretary to MORT NATHANSON, United Artists publicity manager, will be married on Sunday at the Ambassador Hotel here to SAMUEL GREENBLATT.

•

CHARLES ROSMARIN, general sales manager at RKO Radio's Europe-Near East division, arrived in Paris yesterday from New York.

•

GEORGE P. SKOURAS, president of Magna Theatre Corp. and United Artists Theatre Circuit, has arrived in Hollywood from New York.

•

JACK GOETZ, sales administrator of Consolidated Film Industries, and TED HIRSCH, laboratory superintendent, will leave Hollywood by plane today for New York.

•

CHARLES COHEN, Allied Artists Eastern assistant advertising-publicity manager, is in Washington from New York.

•

GEORGE ROTH, vice-president in charge of distribution for Trans-Lux Distributing Corp., will leave here on Monday for the Midwest.

•

JERRY SAGER, advertising and publicity director for B. S. Moss Theatres, has returned to New York from Florida.

•

JACK ELLIS, president of Ellis Films, is in Boston today from New York.

•

FORTUNAT BARONAT, Universal Pictures foreign department publicity director, is in Hollywood from here.

•

ALBERT BOYARS, public relations director of Transfilm, will leave here today for Chicago.

•

DR. C. R. DAILY, Paramount optical engineer, has arrived in New York from Hollywood.

•

TED RICHMOND, producer, will leave here on May 2 for London.

'Man in the Vault' For RKO Release

RKO Radio Pictures will release the Wayne-Fellows Production, "Man in the Vault," it was announced yesterday by Walter Branson, vice-president.

Virginia and V.M.I. Aid For Whitney Feature

From THE DAILY Bureau

HOLLYWOOD, April 25.—C. V. Whitney will have the full cooperation of Virginia's Governor, Thomas Stanley, and Maj. Gen. William H. Milton, Jr., superintendent of Virginia Military Institute, in producing "The Valiant Virginians," in Virginia, the company has announced.

Iowa and Neb. Allied Convention May 8-9

OMAHA, April 25.—Annual Iowa, Nebraska & Mid-Central Allied convention has been set for May 8-9 here.

The speakers will include Albert E. Sindlinger of Sindlinger & Co.; H. Burnett, assistant to the president of General Precision Equipment Corp.; Ray G. Colvin, executive secretary of the Theater Equipment Dealers Association, and Gordon Parrish of Coca-Cola's promotion dept.

Extras Renew Talks With AMPP, ATP

HOLLYWOOD, April 25.—The Screen Extras Guild, which broke off negotiations with the Association of Motion Picture Producers and the Alliance of Television Producers on March 31, today announced the resumption of discussions with both organizations for a new contract.

Publicists Will Name New Slate of Officers

A new slate of officers for the Screen Publicists Guild (New York) will be nominated by SPG delegates to the biennial convention of District 65, which will take place at the Laurels Country Club, Monticello, N. Y., in mid-May.

It was reported yesterday that the present SPG president, Harry Hochfeld, whose term of office expires in June, will not run for reelection. The delegates will be named shortly by the SPG.

Rogers FJWO Trustee

HOLLYWOOD, April 25.—Steve Broidy, president of the Federation of Jewish Welfare Organizations, today announced the election of publicist Henry C. Rogers to the board of trustees.

Williams Press Meet

Actress Esther Williams will hold a press conference at the Plaza Hotel today when she will announce her association with the National Broadcasting Co. in a new TV project.

TV to Highlight Half Of SMPTE Session

More than 1,000 motion picture and television technicians and engineers are expected to attend the 79th semi-annual convention of the Society of Motion Picture and Television Engineers which will open at the New York Statler Hotel on Monday. Television will play an important part in this meeting with half of the 20 technical sessions devoted exclusively to TV subjects.

New developments in motion picture and television equipment, designed to improve quality, yet reduce costs, will be featured in more than 35 exhibits in the Penn Top area of the Statler. Among the equipment to be exhibited to the trade for the first time will be a 16mm projector with interchangeable optical and magnetic sound mechanisms and separate magnetic sound unit for recording and playback on sprocketed tape.

New Camera to Be Shown

Another development to be exhibited is a combination 16mm-35mm process camera for use in animation and optical printer work.

Technical sessions will begin on Monday morning and will continue through Friday afternoon. They will be held in the Skytop Room of the Statler, the Moderne Room of the Belmont-Plaza, Fine Sound Studios, the Rivoli Theatre, the DuMont Telecenter and the NBC Colonial studio.

Highlight of the social activities at the convention will be the annual banquet on Thursday evening in the Statler ballroom.

Glowmeter Declared Bankrupt by Court

BUFFALO, April 25.—The Glowmeter Corp. of North Tonawanda, manufacturer of motion picture theatre screens, has been adjudged bankrupt in an order signed by Federal Judge Justin C. Morgan. The order appoints attorney Harry H. Wiltse as trustee and refers the matter to the attention of bankrupty referee James R. Privitera.

The order was signed after attorneys for stockholders, certificate holders, wage claimants and creditors appeared before Judge Morgan. The motion for the order was made last month by the Radiant Manufacturing Co. of Chicago, a creditor of Glowmeter for $646,809. The North Tonawanda firm had been a "debtor in possession" since September, 1954.

SW Dividend

Stanley Warner Corp. yesterday declared a dividend of 25 cents per share on the common stock, payable on May 25 to stockholders of record on May 4.

. . . NEWS ROUNDUP

New Rochelle House Taker

Gilbert Josephson, veteran film i porter and exhibitor, and Moe Go man, who operates a chain of Spar theatres in New York, have join taken over the Town Theatre, N Rochelle. Policy will consist of c rent foreign and art films.

■

Town Fights Drive-in Plan

George LeWitt's plans to build drive-in theatre at Berlin, Co continue to be thwarted by local position. A special Berlin to meeting has approved an ordina banning construction of drive theatres, by a close vote of 67 to and it is presumed that LeWitt will carry his case to a court app

■

Drops Drive-in Lease

Owen M. Holmes, drive-in thea owner of Springfield, Mass., is minating his lease of the 1,500-s Court Square Theatre, effective M day, following an unsuccessful sev month effort to operate.

■

Texas A&M Equipped

One of the comparatively few leges in the United States to us stereophonic sound system is Te A & M College, where Altec Ser Corp. recently completed insta tion of four-track magnetic so equipment in Guion Hall, a la capacity campus theatre.

Chandler Picks First

HOLLYWOOD, April 25.— Chandler has selected Hall Bartle post-Civil War story, "Drango," as first film for his own company, was announced by Chandler Arthur Krim, United Artists preside Jules Bricken will direct.

James Wong Howe, recent Aca my award winning cameraman "The Rose Tattoo," and El Bernstein, currently completing musical score for De Mille's "T Ten Commandments," have also b signed for the film. Shooting start in June.

Harrison on Tour

Alex Harrison, general sales m ager for the 20th Century-Fox, is a tour of the company's South branches. He will visit Charlo Atlanta, Memphis, New Orleans, Ja sonville, and return here on Tuesd

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

Harry Hendren, president of United lm Service, Kansas City, and **chard Wiles** of Heart Drive-in were ected directors of the Motion Pic- re Assn. of Kansas City to fill expired terms of the late **Robert elton,** president of Commonwealth, ., and of the late **William D. Gad- ni,** M-G-M branch manager. **Elmer Rhoden, Jr.,** was elected to Gad- ni's position as first vice-president.

¤

Stephen P. Muffatti has joined ansfilm, Inc., as a director of ani- tion. He formerly was with Jam ndy, Famous Studios and Chad, .

¤

Les Weinrott, who was CBS-TV oduction chief in Chicago has re- ned to become executive vice presi- nt at Kling Film Studios.

¤

Joseph Roche, columnist for the w Britain (Conn.) "Herald," will toastmaster for the New Britain ss Club Man of the Year Awards ner honoring **Peter G. Perakos, Sr.,** sident of Perakos Theatre Asso- tes, on May 10.

¤

Harry Garfman, business represen- ive for Brooklyn and Queens of TSE Local 306, has accepted the irmanship for a midnight theatre ty at Randforce's Congress The- e on June 22, for the benefit of ldren affected with cystic fibrosis.

¤

George H. Wilkinson, Jr., president the MPTO of Connecticut, and rator of the Wilkinson Theatre, llingford, Conn., has been named the advisory board of the Walling- d branch of the Union and New ven Trust Co.

¤

Winifred Garner bought the Family ve-in near Dexter, Mo., from **Mrs. L. Godwin,** who had operated it e the death of her father, **Yewell wrence,** state senator of Bloom- d, Mo.

homas Starting 4th nerama Production

owell Thomas has arrived in Lon- to prepare production of the th Cinerama adventure picture. is accompanied by Otto Lang, the ctor. A Globemaster is flying the ipment and the Cinerama crew to v Delhi, India, where the expedi- will begin its trek into the re- e valleys beyond the mountains. Lowell Thomas Cinerama cara- will shoot a story of the hunt an earthly paradise.

Approximately 460 Today

Number of 'Art' Theatres Doubled in Three Years

By JACK EDEN

Three years ago there were approximately 220 so-called "art" theatres or other houses which stressed semi-art policies in the U.S. Today there are an estimated 460 such theatres. That gives a vivid illustration of how the market, based on public acceptance, has grown in such a short time. Ten years ago there was a mere handful of theatres that would fit the art category.

The success of the more than 400 "specialty houses" throughout the nation, according to a MOTION PICTURE DAILY survey, has resulted from the art theatres' cultivation of select theatre audiences and the better product offerings of both domestic and foreign producers. The trek to the art house, exhibitors admit, is growing by leaps and bounds.

Several Factors Cited

The new trend stems from many sources, according to distributors, who cited the popular films now being offered, a backlog of foreign product, the part-time art programs instituted by many so-called commercial theatres, and the general policy of the public to "discriminate" when they select their films and the theatres in which to see them.

To a large degree, more effective showmandizing of art theatres has resulted in the box-office boom. According to Bernard Jacon, president of the newly formed Jacon Film Distributors, Inc., it is this sense of an international market and better promotion that has brought art films and theatres to a point where they compare favorably with conventional houses in product and income. He cast a prediction that 1956-57 would be the greatest year in the history of marketing and distribution of foreign or art house films.

Few Existed in 1946

Historically, comparatively few foreign product distributors existed as recently as 1946. The trend received a boost in the next few years when foreign films seeped into theatre circuits, some on the basis of two and three-day runs. "Bitter Rice" spurred the movement in 1950, playing circuits as well as the specialty houses; up to last year, the film had over 6,000 engagements.

The evolution of art films has brought domestic producers to be more conscious of the art house market here, both on a production and distribution level. Harold J. Salemson, sales promotion manager of Continental Distributing, Inc., said this has led circuits to book art product simply because it seems to offer more of an attraction than "B" films.

Non-Art Houses Hurt

Box-office-wise, regular houses not showing art films on a part-time basis have felt the sting of the growing popularity and to an extent, another releasing firm spokesman said, they, too, are considering this fare. Another distributor declared "no theatre owner need worry about entering the specialty house field fearing a lack of product."

Most houses have access to a backlog of art films and there is no reason to believe this trend will not continue, one distributor added.

An I.F.E. Releasing Co. spokesman, who reiterated the point of better promotion of art films, also attributed the popularity to a greater number of films and finer quality.

'Have Built Up a Taste'

"Art houses have built up a taste. They have cultivated their audience to the same degree that standard houses did before the advent of television. The only transition is that the art houses have maintained their following rather than lose it, he said.

Another theatre owner in New York said he believed the trend extends over a period of four to five years and was one of patience that overcame the industry's frowning on foreign product. In contrast, he added, the opponents of art films have jumped over the fence to join those now cashing in on the dividends.

'Suit' Clips to TV

A special newsreel clip containing highlights from the Los Angeles and New York premieres of Darryl F. Zanuck's "The Man in the Gray Flannel Suit" in CinemaScope has been sent to more than 150 TV stations across the country. The two-minute clip is designed for inclusion in news shows and on TV gab shows.

'Harder' Here May 9

Columbia's "The Harder They Fall," starring Humphrey Bogart will have its premiere at the Astor Theatre here on May 9.

Edward Weiss Dies

CLEVELAND, April 25.—Funeral services will be held Friday in Auburn, N. Y., for Edward Weiss, manager of the State Theatre at Cuyahoga Falls, who died in Mariemont Hospital, Cuyahoga Falls, of a heart attack. He leaves a wife and a daughter.

'Sins' to Guild

Maurice Chevalier's latest starring feature, "My Seven Little Sins," will have its American premiere at the Guild Theatre, Rockefeller Center, on Tuesday.

To Cost $8,000,000

Fox Will Make Six Films in Mexico in '56

Special to THE DAILY

MEXICO CITY, April 25.—Twentieth Century-Fox will spend $8,000,000 in the production of six pictures, most of them in CinemaScope and color, in Mexico this year, according to the production permit asked of the Mexican Government and requests to the Picture Production Workers Union (STPC) for Mexican technicians, players and manual workers. The outlay about matches the global annual cost of Mexicans to make 100 pictures annually in Mexico. Most of Fox's production in Mexico this year will be in Durango State, because of suitable terrain as sets and special facilities the state government is allowing Hollywoodians to work in its territory, it is learned.

Fox is expected to start this program in May. Such stars as Clark Gable, Jane Russell and Maureen O'Hara will be used. Some of these pictures will have Mexican stories. Mexican picture labor unions estimate that at least half of Fox's $8,000,000 investment in this program will remain in Mexico.

Production Falls Off To 34; Only 3 Start

HOLLYWOOD, April 25.—The total number of pictures in production has dropped to 34. Camera work was completed on eight pictures, compared to only three starting.

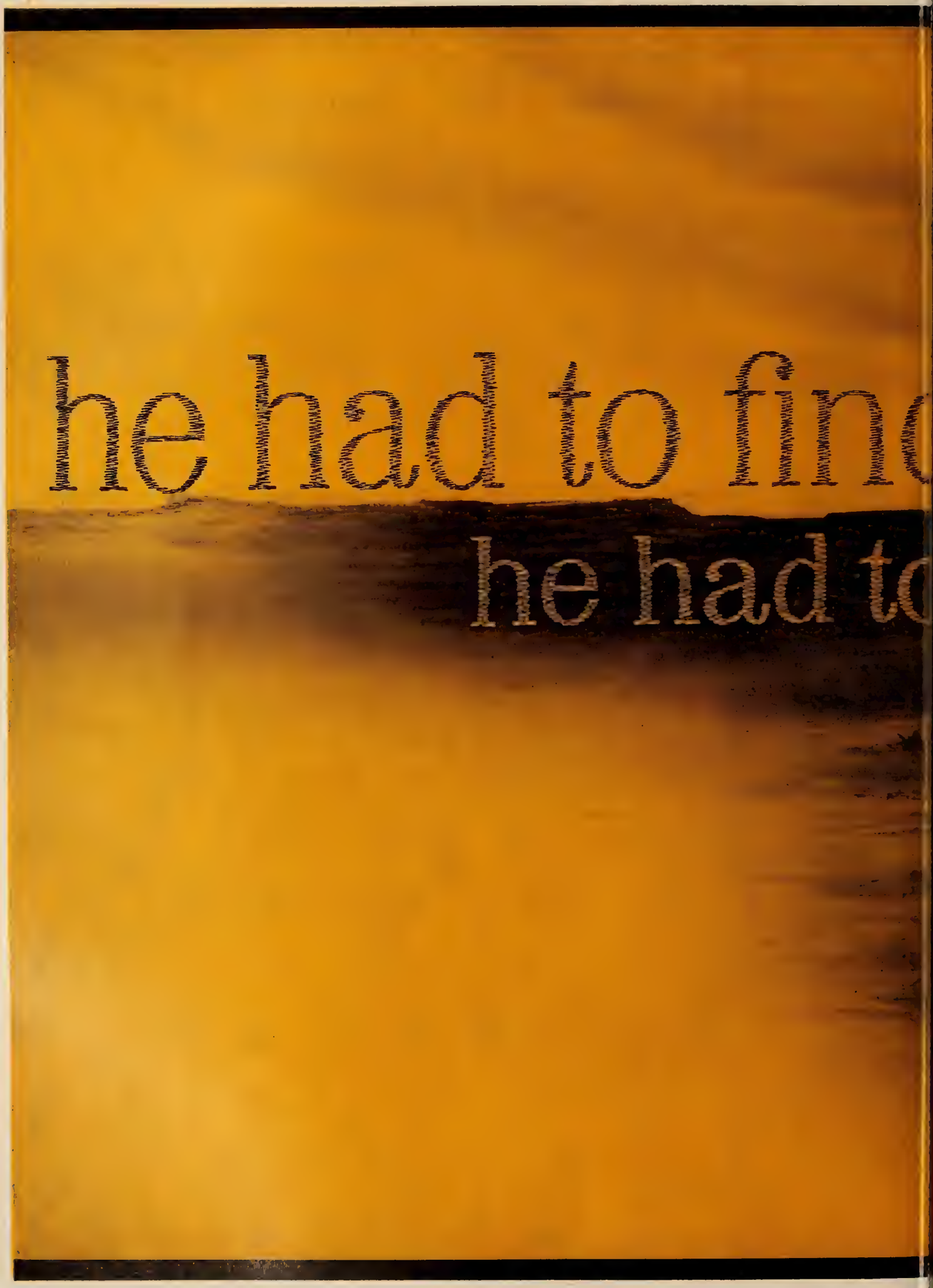
Started were: "Night Target" and "Notre Dame of Paris," Technicolor (Allied Artists); "The Pride and the Passion," Stanley Kramer Prod., VistaVision, Technicolor (United Artists).

Completed were: "House on Lookout Mountain" and "Yaqui Drums" (Allied Artists); "Westward Ho, the Wagons!" Walt Disney Prod., CinemaScope, Technicolor (Buena Vista); "Shakedown on Biscayne Bay," "Nightfall," Copa Prods., and "Reprisal," Romson Prods., Technicolor (Columbia); "Snowfire," McGowan Prods., Eastman Color (Independent); "Kelly and Me," CinemaScope, Technicolor (Universal-International).

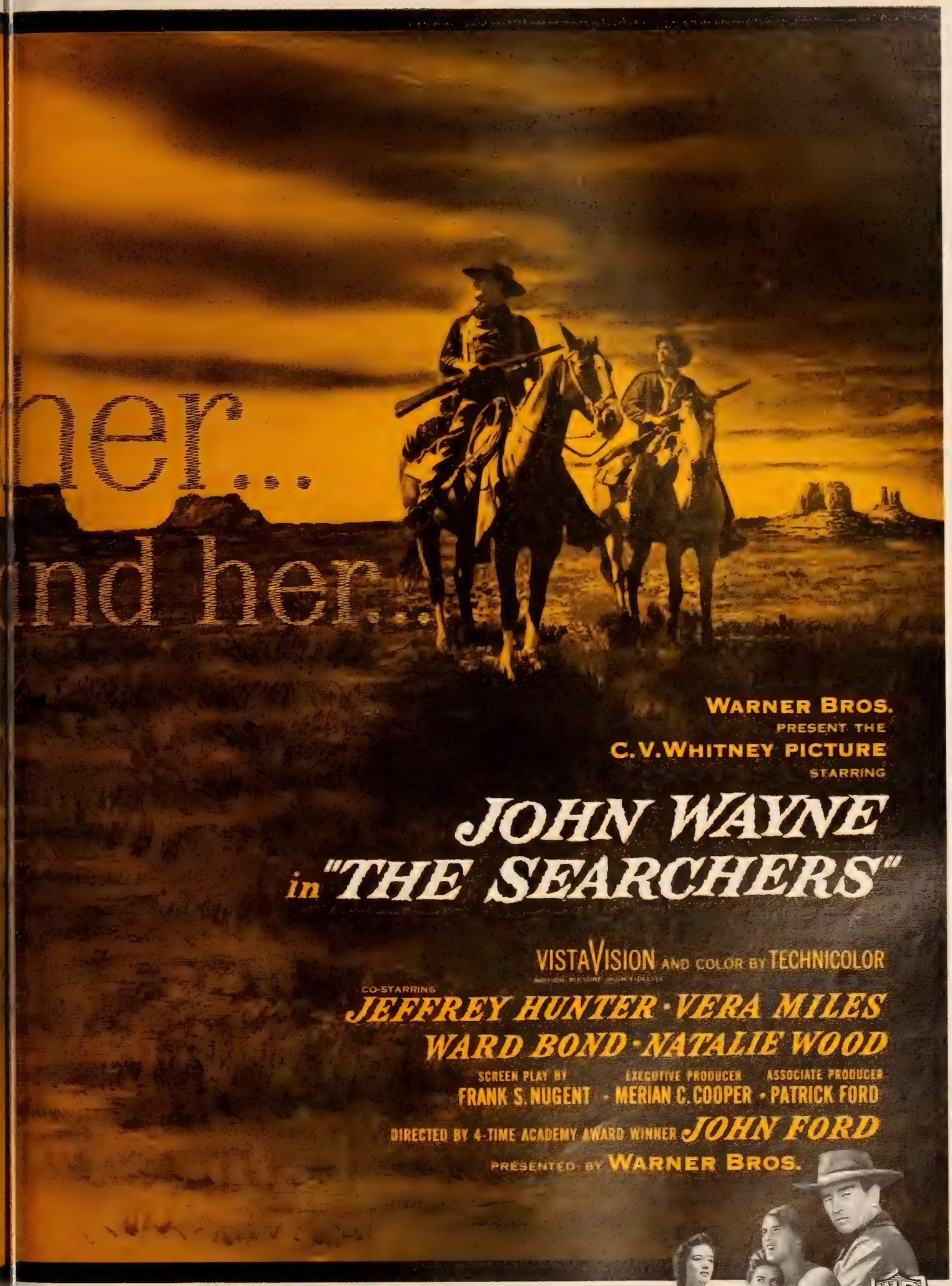
Fox Sets 'Scope 55 Australia Showing

The Regent Theatre in Adelaide, Australia, has been selected for the third in a series of Australian demonstrations of 20th Century-Fox's CinemaScope 55.

According to Ernest Turnbull, managing director of Hoyts Theatre Circuit and supervisor of Fox's distribution organization in Australia, the special reel containing highlight scenes from "Carousel" and "The King and I" will be shown on May 2.



"THE BEST WESTERN EVER MADE!" BOXOFFICE FOR THE MOST EXCITIN



RATION DAY ATTRACTION YOU EVER PLAYED!

REVIEW:

Terror At Midnight

Republic

A WOMAN'S PICTURE that has Joan Vohs and Scott Brady in leading roles, Republic's "Terror At Midnight" emerges as an interesting film. While its episodes are a bit far-fetched, it nevertheless has a great deal of suspense.

Both Miss Vohs and Brady perform capably in this melodrama which describes what happens when a woman conceals a hit-and-run accident, only to regret it later when her "nth sense," so often attributed to the female sex, gets her into all sorts of trouble. In this story by John Butler and Irving Shulman, the only terror at midnight is the hit-and-run accident, the remainder of the action occurring during daylight.

The plot has Miss Vohs as the fiancee of Brady, a detective in the homicide bureau of the local police. Though not her fault, Miss Vohs runs down a bicyclist and leaves the scene without reporting it to the police. Since she used Brady's auto, she arranges for a local garage to repair the damage to the rear fender and, in doing so, leads to the capture of two gangsters and the smashing of a stolen car racket. Her "nth sense" leads her to places only minutes after crimes have been committed, making her guilty in the eyes of the law. However, Brady pledges his belief in her story of innocence and is rewarded in the finale when he solves two murders and brings about the arrest of the gangsters. Miss Vohs is exonerated of all charges, except a misdemeanor charge which can be settled in court.

Franklin Adreon directed and Rudy Ralston was associate producer.

Running time, 70 minutes. General classification. For April release.

J. E.

USIA Bill Passes

(*Continued from page* 1)

the amount it has for this fiscal year.

The Appropriations Committee, in acting on the bill last week, did not specify how the cut should be apportioned among the various media, but did say that the $3,790,500 requested for the "floating Cinerama" project was denied. That project envisioned showing Cinerama in foreign ports on a de-mothballed aircraft carrier. There was no attempt on the House floor today to overturn this committee decision.

Rep. Judd (R., Minn.) said he thought the money should be appropriated and that this would be a good way for this country to win friends abroad, but did not actually offer a motion to restore the money. Rep. Rooney (D., N. Y.) and Rep. Coudert (R., N. Y.) defended the Appropriations Committee action.

The agency will undoubtedly ask the Senate to restore the $22,663,370 appropriations cut and to knock out the prohibition on the Cinerama project.

Committee Hears Opponents of Toll TV

(*Continued from page* 1)

of the Columbia Broadcasting System, the lead-off witness.

The commerce committee continued to display relatively little interest in the entire hearing. Only one Senator—Pastore (D., R. I.)—was present today. On Monday, only three Senators were present, and yesterday only two. The committee has 15 members.

'Two Types of Usages'

Cohn said that the "Communications Act is clearly devoid of any authorization and the legislation contemplates only two types of commercial usages—a 'broadcast' use and a 'common carrier' use. Broadcasting, by definition, is a service for all the public, and not for that segment of the public that can afford to pay. A common carrier is one who provides a facility rather than a program service which is transmitted over the facility.

"The Act was passed and amended in the light of existing broadcast industry conditions and cannot, and should not, be construed to permit the authorization of a new concept of broadcasting which clearly could not have been in the minds of the legislators at the time the Act was passed and amended. The regulatory statute has meaning only in the light of the structure of the industry that it is intended to regulate, and in the absence of specific authority, the Commission does not have the power to authorize toll-TV," Cohn said.

'Function of Congress'

In the light of the ramifications of pay-TV, and the Communications Act, "which does not have a clear answer," Cohn stated that "it is the function of this Congress, the elected representatives of the people, to determine whether subscription television should be authorized."

Cohn also commented on the background of pay-TV, the contemplated and promised programming, the effect of pay-TV on free-TV, and how it would kill it, how it wouldn't help solve the UHF problem, and the monopolistic tendencies of pay-TV. He said that "if the consumer public, which has invested over $10,000,000,000 in TV receiving sets, antenna and repairs, having the assurance of the government and the manufacturers that there would be no charge to pay for the programs it would receive, were ever told that they will have to pay for their television programs, the Boston Tea Party will fade into an insignificant skirmish."

Represents Majority of Theatres

Cohn, who told the committee he represented 75 per cent of the 16,000 theatre owners in the country, was asked by Pastore how his organization justified the showing of championship boxing matches on theatre television. Cohn replied that those theatre telecasts were on a closed circuit, to which the public did not have access anyway, and that the telecasts did not preclude any television station from broadcasting at the same time. With toll-TV, he said, a paid telecast would replace a free one.

Queried on Competition

Pastore also asked Cohn whether television "had actually hurt" motion picture exhibitors. Cohn answered that it had, but said that the exhibitors' greatest problem was a product shortage. He said there was "more of a marriage today between motion pictures and television" than there has been, and added that he thought it would continue. He admitted, however, that both motion pictures and television were in "competition for leisure time."

Fellows declared that "in the overall, the members of the broadcasting industry will become an important component of this new pay-television system and in this respect will derive financial sustenance from a direct levy on the American listener and viewer."

Sees Viewing Denied

If the system were authorized, he continued, "millions upon millions of Americans, because of their economic condition, would be foreclosed from viewing."

He made the point that if pay television were permitted to "encroach" on the facilities now used for free television, other services would ask for the use of those facilities, too. "Pay-television should not be allowed to encroach, and to establish a precedent for other encroachment on the free broadcasting bands," he said.

If pay television were authorized, Fellows said, "the economically well-to-do will be enabled to control a public asset."

Says Public Would Lose

He maintained that free television will continue to bring the best in entertainment to the public, "but that the same public will be the losers if pay television is authorized, for under such an authorization I firmly believe that the sources of programming for free television will quickly wither."

Fellows predicted that if pay television were authorized and became successful, stations would be forced, from economic necessity, to substitute pay-TV programs for free programs. "Do not assume," he declared, "that the broadcasting system, which I represent, will be standoff The free broadcaster, whether he sires to or not, will be forced jump on the bandwagon."

Invades Privacy, Says Stark

Stark told the Senate commi that the proponents of subscrip television are attempting an unw ranted invasion into the privacy the American home and that th proponents, by urging the FCC to on the system, are attempting "usurp powers which rightfully long to Congress." Pay-as-you-see would give the public nothing n except a bill at the end of the mo the New York City Council presid said.

He also charged that "it is imp sible for the FCC to render a j decision on toll-TV so long as if its members—Robert E. Lee—is p mitted to serve in an official capaci Stark charged that Lee is unquali to sit on the issue as he has alre expressed himself as in favor of medium, even though the matte still pending before the FCC and public hearing has yet been held.

Quotes Communications Act

"The Communications Act clea states that no commissioner shall p ticipate in any hearing or proceed in which he has a pecuniary inter and furthermore, the FCC is con ered to be a quasi-judicial body a under law, judges are required to qualify themselves on matters which they have previously testifie he said, and added, in conclusion

"Congress should undertake an mediate investigation to determ whether any Federal laws have b violated by Lee's ill-conceived act in pre-judging the case and pro gandizing for a cause. Congress has an obligation to the Ameri people to answer the challenge of t TV and demonstrate to all concern that it will investigate the und ground movement being waged to stroy free-TV."

Pastore Defends Lee

Stark's attack on Lee was answe by Pastore, who said that "many us disagree on many points with Lee, but we don't see anything ille about it."

Pastore maintained that he doub Lee "was the kind of man who wo take compensation" for his article the magazine "Look," and was s Lee "has no pecuniary interest." told Stark not to accuse Lee of v lating the law, and said that Lee h told the commerce committee dur a hearing what he had written in t magazine article.

Toll TV Investigator Motion Picture Fan

From THE DAILY Bureau

WASHINGTON, April 25.—At least one member of the Senate Interstate and Foreign Commerce Committee now conducting hearings on subscription television is a movie fan.

Senator Pastore (D., R. I.), who chaired yesterday's and today's sessions of the committee, told a witness today, "I am an ardent supporter of motion pictures. I go about two or three times a week."

Memphis Bans 'Borgia'

MEMPHIS, April 25.—"Sins of t Borgias," a French film, has be banned in Memphis by the Board Censors. It was the first film bann this year. It will be shown at t Sunset Drive-in, West Memphis, Ar across the river from Memphis. T film was denied the MPPA seal.

War' Ads

(*Continued from page* 1)

el, starring Audrey Hepburn, ıry Fonda and Mel Ferrer.

Meanwhile, the "opening gun" of at is expected to be one of the t extensive advertising campaigns r to support a motion picture, will sounded this week by "interest-etting" full-page ads in four major S. newspapers that reach "opinion-cers" and important industry cutives over wide areas of the ntry. Sid Blumenstock, advertis- manager, said that this was the advance campaign of its kind r instituted by Paramount.

A Full Page in 'Times'

he New York "Times" is carrying first full-page "War and Peace" spaper ad today on its back page. hin a week, the same spectacular will be carried by the Washington st"; the Chicago "Tribune" and Los Angeles "Times."

aramount will further call atten- of the motion picture trade to the rtainment scale of "War and ce" with information-full, multi- or inserts that will appear in all le papers between May 5 and 19.

nited Artists Drive

(*Continued from page* 1)

ırds which will total more than ,000.

he fifth anniversary drive was ıched in February to honor the ent of the new UA management up headed by Arthur B. Krim, sident; Robert S. Benjamin, chair- ı of the board; Heineman; Max Youngstein, vice-president, and old M. Picker, vice-president in rge of foreign distribution. These executives have since become owners of the company.

oone' Boycott

(*Continued from page* 1)

ncil before again undertaking luction outside the United States. he council imposed the boycott eral weeks ago on the ground that ıaway-Ver Halen had produced niel Boone" in Mexico, without g Hollywood production crews, ontravention of the council's rule inst "runaway production" by lywood producing companies.

ıul Benjamin Dies

(*Continued from page* 1)

r as vice-president. He was a ıber of the Motion Picture ıeers. He is survived by his ow, Hazel Benjamin. Funeral will ıeld today from the David Lithow or.

igaro' to Schwalberg

. W. Schwalberg, president of sts-Producers Associates, has com- ed negotiations with Dr. Leandro no, American representative of ıitalia, Rome, and Dr. Forno's ciate, Jack Hoffberg, for the ted States and Canadian rights to motion picture entitled "Figaro, Barber of Seville."

New 20th-Fox Credit Plan

(*Continued from page* 1)

part of which can be borrowed from time to time until Dec. 31, 1957, and thereafter the debt consists of serial notes which become due quarterly in increasing amounts from March 31, 1958, to and including Dec. 31, 1962.

During the year, $5,125,000 was paid to redeem a like amount of notes outstanding under a former loan agreement which originated June 13, 1952, it was stated.

Will Take Over African Circuit

Reporting on the projected take-over of African Theatres, Ltd., in South Africa, the company stated that its offer to purchase 100 per cent of the circuit's stock "will be accepted," according to "present indications." "Arrangements to take over operations are now being finalized and are expected to take place in June," the report added.

Turning to studio activity, the report stated that $1,026,000 has been spent in converting the old Western Avenue studio into a completely modern studio for the making of TV films. The entire conversion program, with equipment, will ultimately require a total of $2,250,000, the company report added.

Investments and other assets were increased by $1,564,000, reflecting the purchase of the remaining 25 per cent minority interest in the theatre circuit in New Zealand and a deposit in escrow of $1,406,550 in South Africa to facilitate the expected acquisition of the African Theatre Circuit in June. Also $1,138,000 was spent on the main studio and $1,172,000 on the presently owned theatres in South Africa, it was stated.

Oil Operations Continue

The report, sent out in preparation for the annual stockholders meeting, to be held here on May 15, said that the company's oil development at its studio is progressing satisfactorily. Since Nov. 2, 1955, Well Number Eight has been completed and Well Number Nine is drilling ahead at 8,680 feet. Total gross revenue from production to Feb. 29, 1956, amounted $1,013,650, of which 80 per cent, or $810,920, has been applied against total drilling and production costs of $3,512,397.

During 1955, 20th-Fox released 19 CinemaScope pictures at an average cost of $1,989,000 per picture. In 1954, the 14 CinemaScope pictures released had an average cost of $2,286,000, it was stated. For 1956, the release of 24 CinemaScope pictures, plus eight to 10 pictures made by outside producers, is planned. Also in 1956, the company hopes to make and stockpile an additional six pictures. "This will place us in a position to further exploit our feature pictures before release and hence add materially to their box office potential," it was stated.

Plans to Seek Writers

Referring to the company's projected program to develop new personalities, the report stated that a similar program will be carried out for the purpose of developing writing talent. The writing phase of the program will be under the supervision of Joseph Moskowitz, head of the company's literary department, who will work in collaboration with Buddy Adler, acting head of the studio.

Skouras, stating the reasons for the talent program, said that free home television has not only affected the motion picture box-office, but has created tremendous problems in competing for artistic and creative talent. In addition, Skouras said that in casting the studio is met by demands for compensation, including participation deals, "which are out of proportion to the ability and box office value of the personalities we seek for our pictures."

Referring to TV, Skouras said "we have received offers to sell such films produced up to and including the year 1948 for television purposes, and we believe that it is to the interest of our stockholders and the corporation not to entertain any such offers unless the price offered is more commensurate with the true value of the pictures.

TV Policy Undecided

"Management at this time can give no indication as to whether we may in the immediate or distant future sell these assets for cash, or distribute our library to television stations through our own distribution organization, or spin-off these assets, as well as other specific assets, such as the corporation's interest in oil and gas operations," Skouras stated.

AMPA Nominates

(*Continued from page* 1)

Marcia Sturn; treasurer, Hans Barnstyn; board of trustees for three-year period, Vincent Trotta, and, board of director members, Lige Brien, Martin Davis, Steve Edwards, Ed Kestenbaum and Burton Robbins.

Bader is the only current officer nominated to serve a second term.

Sullivan to Salute VC

Ed Sullivan of the "Ed Sullivan Show" will devote his entire television program on May 13 to the 20th International convention of Variety Clubs, which will be held here.

Tax-Cut Hope Dim

(*Continued from page* 1)

Humphrey yesterday in conversations with Republican legislative leaders. The Humphrey and Eisenhower positions underline the difficulties in the path of the motion picture industry in its drive to get admissions tax relief at this session of Congress.

'Butterfly' Scores

IFE's "Madame Butterfly" gave the Baronet Theatre here its biggest opening day gross in three years with a take of $1,226, IFE reported yesterday for the filmed version of the Puccini opera.

TENT TALK

Variety Club News

International chief barker George C. Hoover, Variety Club's best-travelled member, left last week for Europe, where he will visit the Variety Tents in London, Dublin and Hamburg. He will be present at ceremonies honoring England's Sir Winston Churchill, who was presented the "Humanitarian Award" last year.

△

BALTIMORE.—Variety Club, Tent No. 19, has booked the "Icecapades" for a return engagement this year, after scoring a big profit on the show last summer. At that time, the club netted approximately $70,000 for its share in the receipts. The dates are set for July 27 to Aug. 5 and, as last summer, Baltimore's Memorial Stadium has been engaged for the performances.

△

LONDON.—Three thousand tickets for the International Horse Show, July 23 and 24 at White City, England, are being distributed among 29 children's charities by Variety Club Tent No. 36.

△

Some lucky Variety barker attending the forthcoming Variety Club's International convention at the Waldorf-Astoria, May 9 to 12, will receive a prize of a new "Vespa" motorbike imported from Italy, which will be awarded on Friday, May 11. The vehicle, capable of doing 100 miles on a gallon of gas and completely outfitted, has been donated by the Pepsi-Cola Company.

Jessel in Production Talks for Puerto Rico

Negotiations are under way between representatives of Puerto Rico and producer George Jessel to start a motion picture industry "in early 1957" on the Caribbean island, the former 20th Century-Fox producer disclosed here this week.

Jessel said that a Puerto Rican "industrialist" is allocating $10,000,000 to start a film industry. He said that television and feature length motion pictures will be produced at a studio, which will shortly be constructed at a cost of $1,500,000 there.

The "toastmaster general of the U. S." said that the negotiations "may be concluded this week."

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Big openings and solid day-by-day business in every early date—Detroit and the entire Butterfield Circuit, Michigan . . . Watch the multi-theatre run in Los Angeles...the openings in San Francisco, Pittsburgh, and more and more key cities throughout the country soon!

TIME MAGAZINE
"A successful film of an unusually serious kind...ideas as well as characters come clear . . . Mickey Rooney brings off the best scene: a crap game so shatteringly funny that it almost breaks up the picture."

NEWSWEEK MAGAZINE
"It bestows something a little special . . . and serves as a happy reminder that the Hollywood 'sleeper' may not be completely extinct."

SEVENTEEN MAGAZINE
"An unusual, exciting drama."

M. P. HERALD
"A splendid specimen of screen entertainment, from all standpoints, and gives bright promise of running up a fine boxoffice record."

FILM DAILY
"Capable cast, fast moving script and plenty of action."

SHOWMENS TRADE REVIEW
"Good . . . Once word-of-mouth spreads, it is bound to turn into a substantial money-maker."

M. P. EXHIBITOR
"Should prove highly entertaining to all types of audiences."

M. P. DAILY
"Expertly balanced specimen of entertainment . . . sure to please in any man's theatre."

BOXOFFICE
"Solidly constructed drama."

INDEPENDENT FILM JOURNAL
"This is a fine, at times brilliant war drama that is moving, realistic, humorous and powerful."

FILM BULLETIN
"An interesting, often exciting, film."



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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 82 NEW YORK, U. S. A., FRIDAY, APRIL 27, 1956 TEN CENTS

Every Key City

Loew Expands Exhibition in W. Germany

Foreign Drive-in Plans In Stockholders Report

Loew's International plans to have the representative exhibition outlet in every key city of Western Germany, under its theatre expansion program, was disclosed here yesterday by Arthur M. Loew, president of Loew's, Inc., in a report to stockholders.



Arthur Loew

The report, consisting mainly of an account of the Feb. 23 stockholders meeting, also contained a brief letter in which Loew told of company

(*Continued on page* 4)

Film Programs in Massachusetts Cafes Are New 'Headaches'

Special to THE DAILY

SPRINGFIELD, Mass., April 26.—Owners of drive-ins and regular theatres in this city are doing a slow burn over the cafe situation. At least three barrooms, Miller's Cafe, Frankie's Cafe and the Log Cabin, are showing 16mm. films free of charge twice a

(*Continued on page* 5)

Bonn Pact Aids U.S. Industry

From THE DAILY Bureau

WASHINGTON, April 26. — The West German Government has promised not to set up any licensing system or other restrictions on film imports for the next two to three years.

In return, the Germans were given

(*Continued on page* 5)

Fear End of Free Video

Toll TV Opponents Include Industry, Unions, Public

By J. A. OTTEN

WASHINGTON, April 26.—Opponents of subscription television continued today to hammer away at the proposed new service in testimony before the Senate Commerce Committee. Most of them stressed the argument that pay television would probably destroy free television.

This and other contentions against toll television were advanced by Richard Salant, vice-president of the Columbia Broadcasting System; Andrew Biemiller, legislative representative of the American Federation of Labor-Congress of Industrial Organizations; Lawrence H. Rogers, official of a West Virginia television station; Mort F. Farr, president of the National Appliance and Radio-TV Dealers Association; Donald Conaway, Lawrence Tibbett, and Jinx Falkenburg, representing the American Federation of Television and Radio

(*Continued on page* 4)

Cunningham Elected ASCAP President

Paul Cunningham, a writer-member of the American Society of Composers, Authors and Publishers for 35 years, was elected president of the organization at its annual meeting here yesterday, replacing Stanley Adams, who had held the office for three years.

Officers reelected to serve another

(*Continued on page* 4)

Plan Industry Role In Einstein Medical College Expansion

Establishment of a $500,000 project sponsored by the motion picture industry within the Albert Einstein College of Medicine of Yeshiva University was proposed yesterday by Samuel Rosen executive vice-president of Stanley Warner Theatres, at a luncheon at the Hotel Astor here.



Samuel Rosen

Rosen suggested that the project be devoted to experimental surgery in chest and respiratory diseases as a corollary of industry assistance to the Will Rogers Memorial Hospital at Saranac Lake, N. Y. He added, however, that a committee representative

(*Continued on page* 4)

First of MGM Outside Producer Deals

David Susskind's Goal: Up to 7 Independent Pictures Per Year

Six or seven pictures per year is the goal of independent producer David Susskind, now shooting "A Man Is Ten Feet Tall" in New York for M-G-M, and planning the production of "Shadow of the Champ" for United Artists next fall, Susskind said yesterday.

The producer, under the banner of Jonathan Productions, partners of which are the writer, Robert Alan Aurthur and Alfred Levy, was high in his praise of Loew's president Arthur Loew, Jr. Noting that his was the first of many Metro deals with independents, Susskind said he has been given complete autonomy in the making of the picture. He also credited Loew for allowing the same team which rendered the TV stage play to work as a unit in motion pictures and translate the property to the screen.

Susskind was emphatic that the motion picture screen should offer more than what can be seen on television. For the screen version of "A

(*Continued on page* 4)

On May 22

Allied to Invite TOA to EDC Meeting in D.C.

Shor Presses for Parley With Distribution Heads

By LESTER DINOFF

Allied States Association will extend an invitation to the leaders of Theatre Owners of America "to sit in and listen in" to the Emergency Defense Committee meeting which will take place in Washington beginning May 22, when the Allied board will meet, it was disclosed here yesterday by Rube Shor, national Allied president.



Rube Shor

Shor indicated that the invitation will be extended

(*Continued on page* 2)

Fox Stock Reduction Plan to Stockholders At May 15 Meeting

Stockholders of 20th Century-Fox will be asked at the company's annual meeting here on May 15 to approve a resolution calling for a reduction of capital by retiring 100,000 shares held in the treasury, it was disclosed in the 20th-Fox notice of annual meeting.

The company directors seek stock-

(*Continued on page* 5)

WorldFormula Agreement Set

After lengthy negotiations, a final agreement on a world-wide formula for the division of foreign import licenses was announced yesterday by Eric Johnston, president of the Motion Picture Export Association of

(*Continued on page* 5)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned here from Minneapolis and Des Moines.

•

JAMES R. VELDE, general sales manager of United Artists, will return to New York Monday from Philadelphia.

•

RICHARD GORDON, president and treasurer of Renown Pictures of America, will leave here today for London via B.O.A.C.

•

F. HUGH HERBERT, producer, will arrive here from the Coast Wednesday en route to Europe.

•

BEN GOETZ will arrive in New York from the Coast on Monday en route to Naples.

•

GEORGE SLAFF, Samuel Goldwyn Productions executive, has arrived in New York from the Coast.

•

ANDRE FOUGERAT, chief engineer of SATEC, French lens manufacturers, has arrived in New York from Paris.

•

WILLIAM GOETZ has arrived here from Hollywood.

•

JOSEPH GOULD, advertising manager for United Artists, has returned to New York from Hollywood.

•

WILLIAM NUTT, RKO Radio West Coast story editor, has returned to Hollywood from New York.

•

NORMAN KRASNA will leave here today for Hollywood.

•

EDDIE CANTOR will arrive in New York on Wednesday from Hollywood.

Awards Judging Today

Judging for the first quarter Quigley Awards for 1956 will be held today in the Quigley Publications offices. Participating as judges will be: Charles Franke, trade press contact for Paramount Pictures; Claude Mundo, administrative assistant to the president of Theatre Owners of America, and Mike Simons, in charge of exhibitor relations for M-G-M.

'Gaby' Bow for Hospital

Tickets will go on sale next week for the opening of M-G-M's "Gaby," starring Leslie Caron and John Kerr, at the Trans-Lux 52nd Street Theatre on the evening of May 9. The entire proceeds of the premiere will go to the French Hospital.

AlliedInviting

(*Continued from page 1*)

"very shortly" to the TOA officers, a number of whom plan to be in Washington at the time of the Allied meeting in order to listen to distributor testimony before the Senate Small Business Subcommittee which is investigating industry trade practices.

Will Meet After Hearings

MOTION PICTURE DAILY yesterday reported that TOA and Allied leaders would attend the SSBC distributor hearings and that the leaders of both national exhibitor organizations would meet later to discuss the testimony.

The Allied president said that the agenda for the organization's directors meeting currently is being formulated and that he has no knowledge, at present, of what specifically will be discussed. He said that each regional Allied unit is sending in notices of what it wishes to discuss at the meeting. It was reported earlier this week that Allied Theatre Owners of New Jersey was awaiting national Allied announcement concerning action on the Federal admission tax campaign and Shor said that this topic "might be discussed." He also indicated that a thorough report on the SSBC hearings would be presented to the national Allied board of directors also.

Sees It 'Up to Distributors'

Shor, commenting on the national Allied proposal for an all-industry conference, declared that "there should be a conference between exhibition and distribution to attempt to save this business. It is now up to the distributors to show good will toward their customers by sitting down and discussing mutual problems."

Universal Winds Up 17-Week Sales Drive

Universal Pictures' 17-week "Charles J. Feldman annual sales drive" will conclude tomorrow.

Although final results will not be known for several weeks, the leaders in the divisional standings at the end of 16th week were the Eastern division headed by P. T. Dana in first place, with the Western division headed by Foster M. Blake in second. The district of Manie M. Gottlieb, with headquarters in Chicago, was first among the districts, with second place being held by P. F. Rosian's district, with headquarters in Cleveland.

The top branch in the country was the Cleveland office, headed by Carl Reardon. Second place was held by Chicago, managed by Lou Berman; Indianapolis, managed by Samuel Oshry; Cincinnati, managed by Franklin Schreiber, and Pittsburgh, managed by Francis J. Guehl.

Miss Williams-NBC Pact for 'Spectacle'

Actress Esther Williams and the National Broadcasting Co. have entered into an agreement for the production of "The Aqua Spectacle of 1957," which will have its world-wide television premiere in a 90-minute version as an NBC color spectacular during the early fall of this year, it was announced jointly here yesterday.

The first of the four spectaculars, all of which will be produced during a two-year period, is expected to take place sometime during October, and the second in the spring of 1957. It was said that the shows would originate from the NBC-TV studios in Brooklyn, N. Y., and Burbank, Calif.

'Roadshow' Included

Miss Williams, along with NBC-TV vice-president Thomas A. McAvity, said that "they are partners in the ventures," which also include a regular "roadshow" production of the water show. The Aqua Spectacle will open in late July in London, and will be followed by a 20 to 25 city tour of the U. S. within the ensuing year.

The actress, who recently signed a new contract with M-G-M calling for three films within five years, the first to start in 1957, said that a budget for her TV or "roadshow" productions has not been set thus far. However, an NBC-TV executive said that the TV spectaculars "would cost about $150,000 to produce," and that the "roadshow" production "would cost close to $250,000."

Funeral Tomorrow For Edward Arnold

HOLLYWOOD, April 26. — Actor Edward Arnold, 66, died at his home in Encino today of a cerebral hemorrhage.

A native of New York, Arnold played in amateur theatrical shows before making his stage debut with the Ben Greet Players in "Midsummer Night's Dream" in 1907. Eight years later he made his motion picture debut with Essanay and in 1932 appeared in his first sound film, "Okay, America."

Funeral services will be held Saturday afternoon at the Oswald Mortuary Chapel, North Hollywood, with interment at San Fernando Mission Cemetery, San Fernando.

A tribute to the deceased was paid here today by Walter Pidgeon, president of the Screen Actors Guild, who said:

"The Screen Actors Guild has suffered a great loss in the passing of Edward Arnold. He had served as officer or member of board continuously since 1935. He was truly one of the great servants of SAG and all Guild members join me in mourning his death."

Senate Labor Group Hearings Start May For New Wage Law

From THE DAILY Bureau

WASHINGTON, April 26.—A Se ate Labor Subcommittee will st hearings May 9 on whether the Fe eral Minimum Wage Law should extended to theatres and other grou in the retail and service fields, cha man Douglas (D., Ill.) announced.

The fact that hearings are bei started so late in the session makes almost certain that legislation will n be put on the statute books this ye

Administration Non-Committal

The subcommittee has before several bills to extend the law to i terstate circuits and large theatr The administration has asked Co gress to study extension of the law uncovered groups, but has not ma any firm recommendations.

Last year the subcommittee co sidered extension of the law's cov age in connection with legislation boost the minimum, but decided put over the broader coverage u this year.

MGM Herald Deal t Save Shipping Costs

In a move by M-G-M to solve exhibitor problem in merchandisi Howard Dietz has announced that b ginning with "Bhowani Junction," t full-colored tabloid heralds f M-G-M pictures, heretofore produc only in the East, will henceforth printed also in Chicago, thus reduci shipping charges to theatres in t Midwest, deep South and Far We

The heralds, identified heretofo as CATO heralds because they we printed by Cato Show Printing C Cato, N. Y., will be produced in Ch cago by Printing Industry Corp., America.

Emery Austin, director of exploit tion for M-G-M, made the arrang ments with the Chicago firm, und which M-G-M will underwrite t cost by supplying duplicate negativ which will be made by Cato. Th the heralds will be identical. E hibitors may order from one or t other supplier as they choose, basi their decision on the savings in shi ping costs to themselves.

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
GRACE ALEC LOUIS
KELLY-GUINNESS-JOURDAN
in "THE SWAN"
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATIO

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cir 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

THE PATRONS AND PRAISES

will go to

"THE PROUD AND PROFANE"



REASON #4

HOLDEN and KERR TOGETHER

in a man-woman conflict
that will excite and enthrall women
... and their men!

...coming in the big boxoffice months ahead from PARAMOUNT

PEOPLE

Robert J. Hopkins has joined the staff of Frederick F. Watson Motion Picture Consultants as assistant to production manager **Everette Hall.** Hopkins was formerly with Sears Roebuck.

Joseph Dunaj is the new manager of the Vail Mills Drive-in, Vail Mills, N. Y. Owner **Harry Lamont** promoted him from assistant manager of the Riverside Drive-in, Rotterdam, N. Y., to succeed the late **Cliff Swick.**

J. English Smith has been appointed director of national programming, Western division, of ABC Television. **Thomas M. Lufkin** has been named to the newly created post of program manager.

William Seelig has been appointed sales-promotion director of Walter Reade's in Asbury Park, N. J., Convention Hall. Seelig, former advertising account executive with Asbury Expositions, will assume his new duties immediately.

Dalton Europe Agent For Superscope 235

HOLLYWOOD, April 26.—Superscope president Joseph Tushinsky has appointed J. Emmett Dalton as exclusive representative for the Superscope 235 process in Great Britain. Dalton formerly represented Samuel Goldwyn in London.

Joseph and Irving Tushinsky are demonstrating their process at the Cannes Film Festival for European producers.

SPG Stages Art Show

Artist-members of the Screen Publicists Guild (District 65) will conduct an art show at the Guild's headquarters here beginning Monday. The display of canvases will be held throughout the month of May.

Broadcasters Hit Toll TV

(*Continued from page* 1)

Artists, and Wilton D. Radford, "just a television set owner" from New York City.

Tomorrow's hearings will wind up a week of testimony on subscription TV, with special reference to its potentials for UHF television stations. Sen. Pastore (D., R. I.) was the only Senator present for most of this morning's session, and his place was later taken by Sen. Schoeppel (R., Kans.), who sat as a committee of one for the rest of the morning and the afternoon.

Won't Get Started, CBS Feels

Salant said CBS believes there is "a reasonable chance that pay TV will never get off the ground," but also believes that if by any chance it should succeed, it would "gravely hurt, if not destroy, free television."

He declared that even though there has been a "constant broadening and improvement in free television's program content, free television's frontiers have not yet been reached."

Pastore said he had heard the claim that much of the recent improvement in TV program content was only to provide arguments against toll television. Salant replied that CBS programs had been developed "to offer the best possible, with no other purpose." He said he was sure NBC and ABC operated on the same principle.

Speaking for the AFL-CIO, Biemiller stated that with pay TV, certain types of programs now offered free would require viewer payment. "In effect," he said, "this would seem to be transferring the cost of the television programs from the commercial advertisers to the viewing public." He maintained that the 35 million TV set owners in the country "would not accept this drastic shift without protest."

Says Present Plan Serves Public

He asked the committee to recommend that the FCC not license paid TV. "It seems clear to us," he said, "that the best interests of the public lies in the continuance and improvement of the present system of free television."

Farr, who said he represented over 100,000 TV dealers, asserted that the dealers felt an obligation to the country's set owners, who had bought on the assumption that "the service would be free and full." He wanted to know what was wrong with "a medium that has already provided us with entertainment and culture and education—news and sports?" Pointing to television's progress so far, he said "there is really no limit to the quality of entertainment which will be telecast free in years to come."

'Why Kill the Goose'

"I feel that toll TV will hurt the public and hurt the dealer," Farr said. "Why kill the goose that is still laying golden eggs?"

The three AFTRA spokesmen pitched their plea on the contention that pay TV would cut down employment opportunities for association members. They claimed that pay TV audiences would be smaller and that "reduced audiences would result in less expenditure for sponsored programs and less money available for public service and sustaining programs."

The promoters of pay TV "intend to concentrate on repetitious showings of motion pictures and on televising numerous sports events for pay," Tibbett declared.

Warns of Monopoly

Rogers, vice-president of WSAZ in Huntington, W. Va., maintained that toll TV had played no part in the development of a national television service and would "seize upon the system already developed for free service to the public in order to find a substitute for the theatre box office serving but a small fraction of the same public—and on a paid basis." The proponents of toll TV have created nothing and intend to create nothing, he continued, "except a captive market for sales and royalties from techniques of distribution and marketable mechanical contrivances for which they hold patents and upon which they intend to maintain a monopoly."

Einstein College

(*Continued from page* 1)

of the industry will be named in the near future and would be authorized to decide the nature of the project.

Substantial donations already have been made to the fund and additional pledges were received at the luncheon yesterday.

The meeting was addressed by Dr. Arthur S. Abramson, chairman of the department of rehabilitation medicine of the Albert Einstein College, and by Nathaniel L. Goldstein, former New York State Attorney General, who is chairman of the college's board of overseers. They described the need for the college, its work, objectives and financial requirements.

'Stover' to Honolulu

Twentieth Century-Fox's "The Revolt of Mamie Stover" will have its world premiere in Honolulu on May 4, as an appreciation gesture of Hawaiian cooperation with the studio in the filming of the picture.

Loew Expand

(*Continued from page* 1)

plans. In area of theatre expansi abroad, Loew said that the Germ program was inaugurated with Loe International's operation of the W terloo Theatre in Hamburg. In ad tion, Loew continued, the compa has acquired its first foreign drive- in Salisbury, the largest city and ca tal of Southern Rhodesia, Afri "This, too, represents the initial mo of a long range plan to lease, b or construct drive-in theatres in are particularly suited to the type operation," Loew stated. He add that in Buenos Aires, the compa plans to open its new 2,500-s Metro Theatre this spring.

Studying TV Situation

Regarding TV, Loew said the co pany "continues to explore vario arrangements looking toward t presentation of M-G-M pictures television." A revised format "The M-G-M Parade" is being co sidered for fall presentation, added.

Under the option agreement pre ously approved by stockholders, t following exercised their options the foregoing number of share Loew, 33,000 shares; Charles C. M kowitz, vice-president and treasur 15,000 shares; Dore Schary, vic president in charge of productio 50,000; Louis K. Sidney, vice-pre dent, 18,332; Benjamin Thau, vic president, 22,000, and Joseph Vogel, president of Loew's Theatr 22,500.

'Swan' in 250 Situations

Referring to current operatio Loew said "The Swan," starri Grace Kelly, has opened in more th 250 theatres since its Philadelph opening on April 11.

Susskind Goal

(*Continued from page* 1)

Man Is Ten Feet Tall," Susskind sa that a love story has been introduce that every effort has been made add movement and fluidity which on motion picture screens can encompa Susskind, who is associated with Le in Talent Associates, a TV packagi firm, and has had heavy experien in the TV field, said that not ma TV plays bear translation into moti pictures. The extent to which dime sions in scope, movement and extr deeper story ingredients can be i troduced will determine the succe of the motion picture translati Susskind stated.

Cunningham Elected

(*Continued from page* 1)

term were vice-presidents Lou Bernstein and Otto A. Harbach; se retary, John T. Howard; treasur Saul H. Bourne; assistant secretar George W. Meyer, and assista treasurer, Frank H. Connor. Mick Skopp was elected to the publishe panel.

According to ASCAP constitution regulations, a president is permitte to hold office only for three consec tive terms.

VARIETY CLUB—TENT 35

LUNCHEON • TOOTS SHOR'S • TODAY APRIL 27 • 12:30 P.M.

• GUESTS OF HONOR •

MYRON COHEN and CLEO MOORE

America's Foremost Story Teller • Star of Columbia's "Over Exposed"

LUNCHEON RESERVATIONS CLOSE TODAY — 11:30 A. M.

AT VARIETY CLUB OFFICE — WI 7-5076 • TICKETS $2.50

Bonn Pact

(*Continued from page* 1)

e right to go as high as they wish fixing screen quotas for domestic ns. There was no indication hether they would set such quotas how high they'd be.

Signed in Germany

These were the main provisions of nodification announced today in the rman tariff concessions on motion ture films under the general agree- nt on trade and tariffs. The modi- ations were signed at Bonn, and nounced here by the State Depart- nt.

Motion Picture Export Association icials indicated they were satisfied th the changes, which, they said, uld guarantee them the right to d an unlimited number of films to rmany in the coming few years.

A clause in the old tariff agreement ovided that if the German govern- nt wanted to establish a screen ota for domestic films, it couldn't higher than 27 per cent. The vernment never used this provision, t objected bitterly to the low ure.

Some months ago, the German gov- ment said that it wanted to set up import licensing system, release tax other restriction on foreign films. gotiations have been going on since n, culminating in the announce- nt today.

U.S. Quota Ceiling Removed

Under the agreement, the State Dertment agreed to remove the ceiling the screen quota that could be set German films. In return, the rmans agreed not to impose any trictions on the films coming into rmany through Dec. 31, 1957, with ension of this provision for another ar after that unless one government ves notice in advance that it does t want the extension.

Moreover, the Germans also agreed at if at the end of that period a een quota should be necessary and the German foreign exchange posi- n should demand further restric- ns on foreign films, those restric- ns could only take the form of a it on the convertibility and trans- of earnings.

ilms in Mass. Cafes

(*Continued from page* 1)

ek, with Miller's playing nightly. ings reached a climax when ller's Cafe played Columbia's hree Stripes in the Sun" one week fore it played day and date at M. Loew's Riverside Drive-in and o's Parkway Drive-in, North Wil- ham. An estimated crowd of more an 50 people turned out for each rformance at the cafe.

There are eight drive-ins in this ea and 13 regular theatres. In view the fact that cafes require no ense to show 16mm. films because ey are presented gratis, some of the ve-in owners are organizing to at- npt to remedy the situation by ap- aling directly to the film distribut- g companies.

World Formula

(*Continued from page* 1)

America. In praising the cooperation of the MPEAA member companies, he declared "they are to be commended for their solution of a very difficult and knotty problem. The master formula has been adopted after a period of intensive negotiation requiring a real spirit of cooperation and compromise."

Eight nations, those of Japan, France, Italy, Belgium, Spain, Indonesia, Formosa and Bolivia, will be covered in the division of import permits, since they are the only countries in which official restrictions on the number of American imports are imposed.

Based on Three Conditions

Division of permits in any of the countries covered under the formula are based on the following:

1. Thirty-six per cent of the permits to be divided equally among the ten member companies.

2. Thirty-two per cent of the permits to be based on the billings of each company's American pictures in the particular country covered.

3. Thirty-two per cent to be based on the combined billings of each member company in the group of seven representative countries, including the United States.

Japan will be the first country where the new formula will be applied, Johnston stated. MPEAA member companies have a total of 102.09 import permits for Japan.

The Japanese government has been notified of an interim division of 87 of the permits, with final allocation of the total to be completed when the new master formula is applied.

Fox Stock Reduction

(*Continued from page* 1)

holder approval of their resolution so that the 100,000 shares can be restored to the status of authorized and unissued shares of common stock and the capital of the corporation will be reduced by $100,000 from $2,769,486 to $2,669,486. The balance of the purchase price will be charged to surplus.

Stockholders also will be asked at the annual meeting to elect 10 directors—the present board consisting of L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, executive vice-president of 20th-Fox; B. Earl Puckett, Spyros P. Skouras, president of 20th-Fox, and Gen. James A. Van Fleet.

The 20th-Fox meeting notice also disclosed that stockholders Lewis D. and John J. Gilbert intend to submit a resolution concerning cumulative voting.

It was reported that the aggregate remuneration for the 53 weeks ended on Dec. 31, 1955, to certain officers and directors, totalled $1,622,426. Skouras received $249,858; Michel, $102,290; Al Lichtman, director of domestic distribution, $210,940, and Darryl F. Zanuck, vice-president in charge of production, $265,000.

Act Fast! Quick Profits!
Booked by Top Showmen!

"WEDDING IN MONACO" Presented by M-G-M

The *Only*, Exclusive, Complete, Official, CinemaScope and Color Featurette! Join the ever-growing list of top theatres that have booked it:

Cooper Foundation Theatres
Florida States Circuit
Fox West Coast Circuit
Gibraltar Circuit
Hamrick Theatres
Intermountain Circuit
Kincey Circuit
Loew's Theatres
RKO Theatres
Schine Circuit
Shea Circuit
United Artists Theatres

CALL M-G-M IMMEDIATELY FOR THIS HOT BOOKING!

M-G-M Presents
in CINEMASCOPE
and COLOR
"THE WEDDING IN MONACO"
of
His Serene Highness
PRINCE RAINIER III
and
MISS GRACE KELLY
Produced by Citel Monaco

EXCLUSIVE!
By arrangement with
Prince Rainier III

EVERYTHING ABOUT IT IS BIG!



"Sex, savagery and scenery! Exhibitors will beat their tom-toms over the profitable patronage it is certain to attract! Picture is best to date from Irving Allen's and Albert R. Broccoli's Warwick Productions." Boxoffic

COLUMBIA PICTURES presents A WARWICK Production

VICTOR MATURE · JANET LEIGH



SAFARI

with JOHN JUSTIN · ROLAND CULVER

LIAM REDMOND · EARL CAMERON · ORLANDO MARTINS

Screenplay by ANTHONY VEILLER · Directed by TERENCE YOUNG · Produced by IRVING ALLEN and ALBERT R. BROC

CINEMASCOPE Color by TECHNICOLOR

Filmed on safari in Africa's vast and wild Kenya country... with a cast of thousands!



Watch for the BIG exploitation campaign from Columbia!

REAL WHITE HUNTER P. A. TOUR! American-born Wally Jones, technical adviser on "Safari", and actual African Safari guide and White Hunter will make eight-week sweep of key cities in advance of picture! Theatre, TV, Radio and Lecture appearances, using actual Mau-Mau and other African materials!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 83 NEW YORK, U. S. A., MONDAY, APRIL 30, 1956 TEN CENTS

In Rebuttals

Factions Clash As Pay-to-See Hearings End

Senate Committee Girds For Next Phase of Case

By J. A. OTTEN

WASHINGTON, April 29.—The Senate Commerce Committee finished hearing testimony on subscription television and girded itself for the next phase of its exhaustive study of the television industry—a look at network practices.

Scheduled to appear some time next month were independent television station operators, who are expected to give the committee information on some allegedly discriminatory networks practices. And some time in June, the networks will come in to present their case and answer whatever charges have been made.

Observers expect that considerable emphasis will be placed on charges already made before the committee by Richard Moore, of television station KTTV, Los Angeles. Moore has accused the networks of anti-trust violations which parallel some of the

(*Continued on page 7*)

IFE Slates Six For This Year

In a multiple acquisition of product, six new pictures have been scheduled for distribution this year by I.F.E. Releasing Corp., it has been announced by Seymour Poe, executive vice-president. In outlining the new product, Poe said:

"These films represent the very best of the several hundred we have screened over the past eight months, and reflect the previously announced

(*Continued on page 7*)

Television Today

IN THIS ISSUE **PAGE 25**

- **In New York, the National Television Film Council provides a forum for a much-needed airing of the question of that new industry-within-an-industry, community television antenna systems.**
- **Spotlighting the news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

'Three Stripes in the Sun' Involved

Columbia Asks FBI to Probe 16mm. Showings in Massachusetts Cafe

The Federal Bureau of Investigation has been asked by Columbia Pictures to probe the 16mm. showing of its "Three Stripes in the Sun" at a Springfield, Mass., cafe.

In a statement issued here on Friday announcing the request for an investigation, Columbia pointed out that no regular 16mm. release of the Aldo Ray starrer was planned for at least two years, and that the only legitimate 16mm. prints of the feature in existence were ones made for Armed Services use.

It was reported from Springfield last week that one of the barrooms

(*Continued on page 8*)

Lifts $10 Tag Off Met. Stock

The $10 price tag put on the trusteed Metropolitan Playhouses stock owned by RKO Theatres was stricken out of the order by Federal Court Judge Thomas F. Murphy here on Friday.

The order, granting an indefinite extension for the sale of the trusteed stock, remained the same regarding other provisions, as reported in the April 20 issue of MOTION PICTURE DAILY.

Judge Murphy, in amending the order, gave no explanation for his action. The Department of Justice had sought to incorporate a clause in the extension order requiring trustee George Alger to sell the Metropolitan Playhouses stock at $10 or more per share. This clause was incorporated

(*Continued on page 8*)

Republic Shows Naturama System

Republic Pictures screened its new Naturama process for the New York trade press here for the first time at the RKO 58th Street Theatre on Friday.

The process, an anamorphic one, which is said to be compatible with similar processes, has an aspect ratio of 2:35 to 1, requiring no additional equipment for those theatres that are

(*Continued on page 6*)

On Merger Plan

RKO Pictures, Atlas 'Holders Vote in May

Stock Transfer Method Outlined by Simpson

A special meeting of the stockholders of RKO Pictures Corp. will be held in Dover, Del., on May 25 to consider and vote upon a proposal to merge RKO Pictures, Airfleets, Inc., Albuquerque Associated Oil Co., San Diego Corp., and Wasatch Corp., with and into Atlas Corp., the surviving corporation.

The merger plan was cleared for stockholder action by the Securities and Exchange Commission which issued an order exempting the transaction from certain provisions of the Investment Company Act. RKO Pictures, which is headed by president A. Dee Simpson, is one of the oldest companies in the industry and could trace its origin back to the Radio-Keith-Orpheum Corp., in 1905.

Under the merger plan, RKO Pictures stockholders will be entitled to

(*Continued on page 8*)

4 from TOA At SBC Meet

A committee of four was named by Theatre Owners of America to attend the Senate Small Business subcommittee hearing in Washington on May 21, at which time representatives of distribution will testify on industry trade practices, it was announced.

The TOA committee consists of Albert M. Pickus, vice-president; Alfred Starr, chairman of the executive committee; Herman M. Levy, general

(*Continued on page 6*)

SMPTE 79th CONVENTION SECTION BEGINS ON PAGE 9

PERSONAL MENTION

WILLIAM W. HOWARD, vice-president of RKO Theatres, left here last night for Minneapolis.

•

JEROME PICKMAN, Paramount Distributing Corp. vice-president, and MAXWELL HAMILTON, coordinator of presentation plans for "The Ten Commandments," are scheduled to return to New York today from Hollywood.

•

MONROE GREENTHAL, of the Monroe Greenthal Advertising Agency, is the father of a daughter born on Friday to MRS. GREENTHAL at White Plains Hospital.

•

JEAN GOLDWURM, president of Times Film Corp., and MRS. GOLDWURM will arrive here today from Europe aboard the "Ile De France."

•

HAROLD RAND, trade press contact for 20th Century-Fox, will return to New York today from a vacation in Bermuda.

•

MAXWELL ARNOW, vice-president of Hecht and Lancaster companies, will leave New York today for Hollywood.

•

ROBERT SWINK, film editor for Allied Artists, has returned to California from New York.

•

ROBERT WEITMAN, CBS vice-president, left here yesterday for the Coast.

•

JACK BAUR, casting director for Universal-International Studios, has arrived here from Hollywood.

Dick Dickson Leaving U.A. Theatres Post

LOS ANGELES, April 29.—Dick Dickson, veteran circuit executive, has resigned his post at United Artists Theatres and will leave the organization within the next two weeks, following two years in charge of the 17 theatres in this division.

W. C. Ricord, Dickson's assistant, will leave at the same time. No successors have been named.

Fougerat Here

Andre Fougerat, chief engineer of SATEC, manufacturers of Dyaliscope 35mm and CinemaScope photographic lens, arrived in New York yesterday from Paris for the Society of Motion Picture and Television Engineers convention which opens today. During his visit he will confer with Walter Futter, domestic representative of the Dyaliscope lens.

Says CBS, NBC Have 'Stranglehold'

Bricker Asks Congress to Empower FCC to Regulate TV Networks

From THE DAILY Bureau

WASHINGTON, April 29.—The Columbia Broadcasting System and the National Broadcasting Co., "exercise a stranglehold" over the entire television industry, Sen. John W. Bricker (R., Ohio) said over the week-end.

In a report on network monopoly, prepared for the Senate Commerce Committee of which he is the top Republican member, Bricker recommended that Congress initiate legislation to empower the Federal Communications Commission to regulate the networks.

Opponent of Webs

Bricker has been a long-time decryer of the networks' activities, and was instrumental in bringing about the current investigation on the television networks currently being conducted by the Senate Commerce Committee and the FCC.

Bricker also recommended that either Congress or the FCC reduce service areas of VHF stations in heavily populated sections of the country, in order to build up smaller television stations; and eliminate the five-station ownership rule, substituting "a more realistic population criterion . . . opening the door to the establishment of competing networks."

Bricker said he was introducing a bill to implement his recommendations.

Points to Income

Bricker pointed out that CBS and NBC, together with their eight wholly owned stations, had a 1954 net income before taxes which equalled 46 per cent of the entire television industry's income. Both the American Broadcasting Co. and the DuMont network reported a loss for the year, he said.

'Preempted Service Areas'

Bricker maintained that the large market stations "preempted service areas extending far beyond any limits imposed by economic necessity" and said that the effect was to "abnormally depress the economic potential of the smaller market."

He claimed that "not merely a network affiliation but actual access to substantial amounts of network programs, is nearly 100 per cent essential to profitable operation of the individual station." In numerous instances, he said, the smaller station is barred from network affiliation, because it reaches a narrow market. The continuance of this practice, he said, can bring about two results: "many such stations will be forced off the air; television broadcasting will be vested in the hands of a few superpower stations serving vast areas."

Calls Situation 'Unhealthy'

"It cannot be argued too strongly," Bricker said, "that the circumstances outlined constitute an unhealthy situation. Unless the Congress acts forthwith and forthrightly, the situation is one which may well presage the exclusion of a nationwide competitive television system."

Dozier, O'Shea Plan Product Conference

May and June production plans for five films will be outlined by Daniel T. O'Shea, president of RKO Radio Pictures, and William Dozier, RKO's vice-president in charge of production, during a 10-day conference slated to begin next Saturday in New York.

Films to be discussed, each of which is expected to be put before the cameras in 60 days, include "Bundle of Joy" with Eddie Fischer and Debbie Reynolds, "Run of the Arrow," "Strike a Blow," "Underdog" and "The Day They Gave Babies Away."

The RKO executives said the conference was necessitated by the heavy production schedule planned this summer. They have re-scheduled their European trip, intended to organize RKO's European production, until later in the year.

Nine Theatres Cited For Aid to USO

Nine New York theatres were awarded certificates of appreciation for their cooperation with the United Service Organizations on Friday at a luncheon given by the USO in behalf of stage, screen and entertainment personalities.

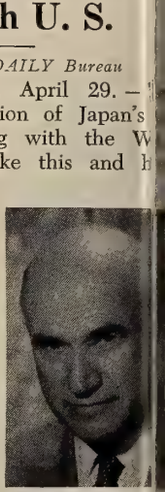
Recipients of theatre awards were Brandt Theatres, the City Entertainment Corp., Criterion, Loew's State, Paramount, Plaza, Trans-Lux, Warner and the Radio City Music Hall. Special recognition was given to the theatres for their issuing of an estimated 300,000 passes during the three years to servicemen through the USO ticket service.

Awards for radio and TV contributions went to the American Broadcasting Co., Columbia Broadcasting Co., Dumont Broadcasting Co., Mutual Broadcasting Co. and the National Broadcasting Co.

Goldwyn Emphasiz Need for Japanese Trade With U. S.

From THE DAILY Bureau

HOLLYWOOD, April 29. — need for recognition of Japan's tention of trading with the W rather than forsake this and h Japanese goods being marketed to Communist China, has been pointed up by Samuel Goldwyn, following his return from a six-week tour of the Far East.



Samuel Goldw

Arriving on the Coast, he declared that there is a sincere friendship on the part of Japan for the United States but this might wane if the U.S. fails recognize that they "cannot b healthy partner without the opp tunity to trade and export her g to the West."

Red China Close By

He said "the Japanese have h our leaders declare it is importan keep Japan on the side of the world" and that "if Japanese g cannot be sold to America and o nations of the free world, Japan look elsewhere, and the most rea available market in their eyes Communist China."

Goldwyn asserted that Japan alarmed at the violent anti-Japan sentiment in the U.S. as reflected such actions as that of the So Carolina legislature in requiring fi selling Japanese textiles to erect si in front of their business stating fact.

"The perplexity of the Japanes increased by the fact that they k Japan is the best foreign consu for American cotton coming from same Southern states now agita against Japanese imports," he cluded. "They also realize that Ja is the best foreign customer American wheat from our farms the middle West and for rice f California."

'Dolls' Ends 23-We Run in 450-Seater

SAN FRANCISCO, April 29.— run of Samuel Goldwyn's "Guys Dolls" at the 450-seat Stage D Theatre here ended its fabulous week run with a final week gross excess of $7,500.

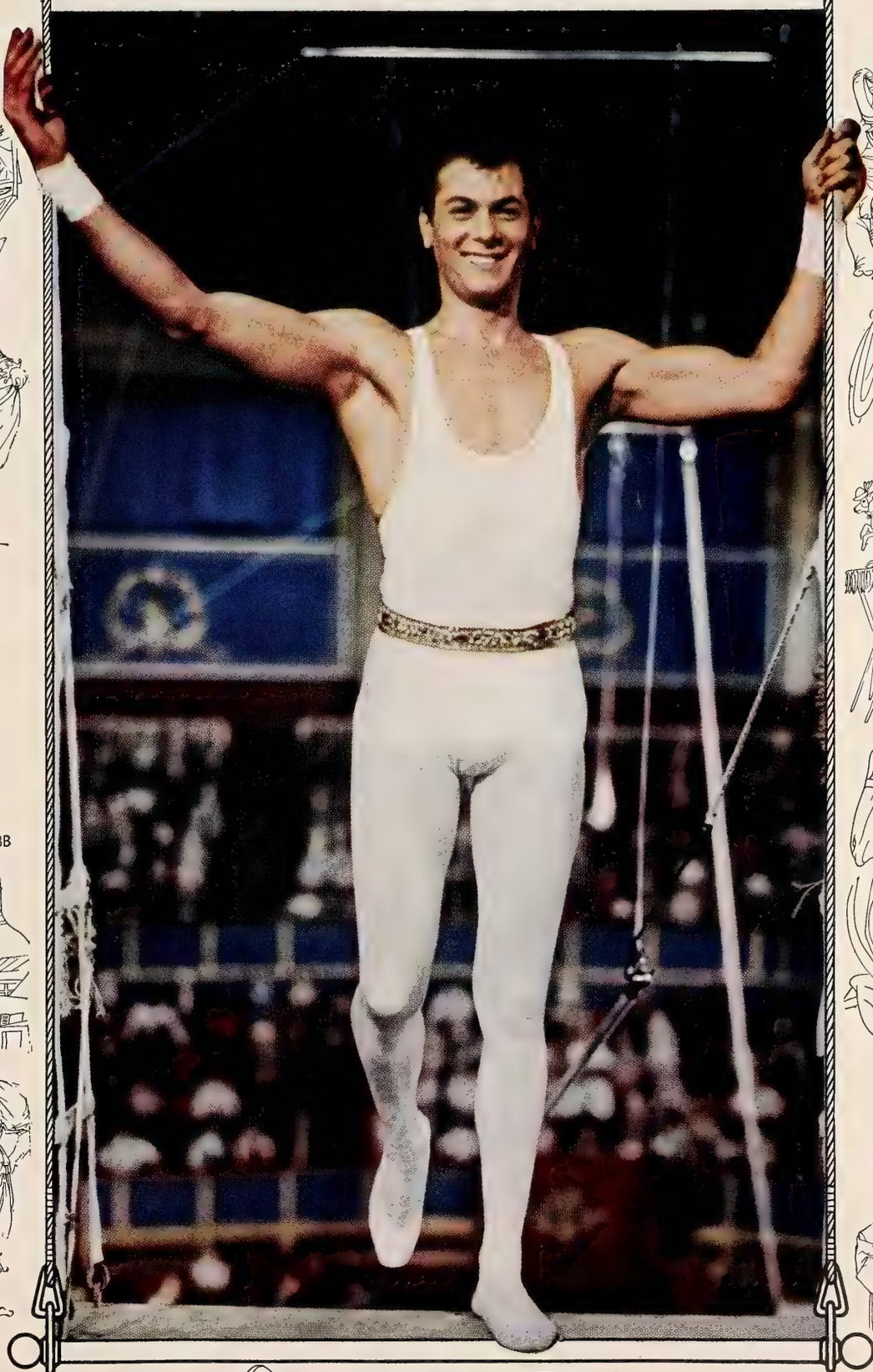
The engagement, according to theatre operators, has yielded the tributor a rental in excess of $160, which, is said to be the highest re ever paid for any picture in the

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone (7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies.

THIS IS **TONY CURTIS** as "TINO"

in

TRAPEZE



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present

BURT **LANCASTER** TONY **CURTIS**

GINA
LOLLOBRIGIDA

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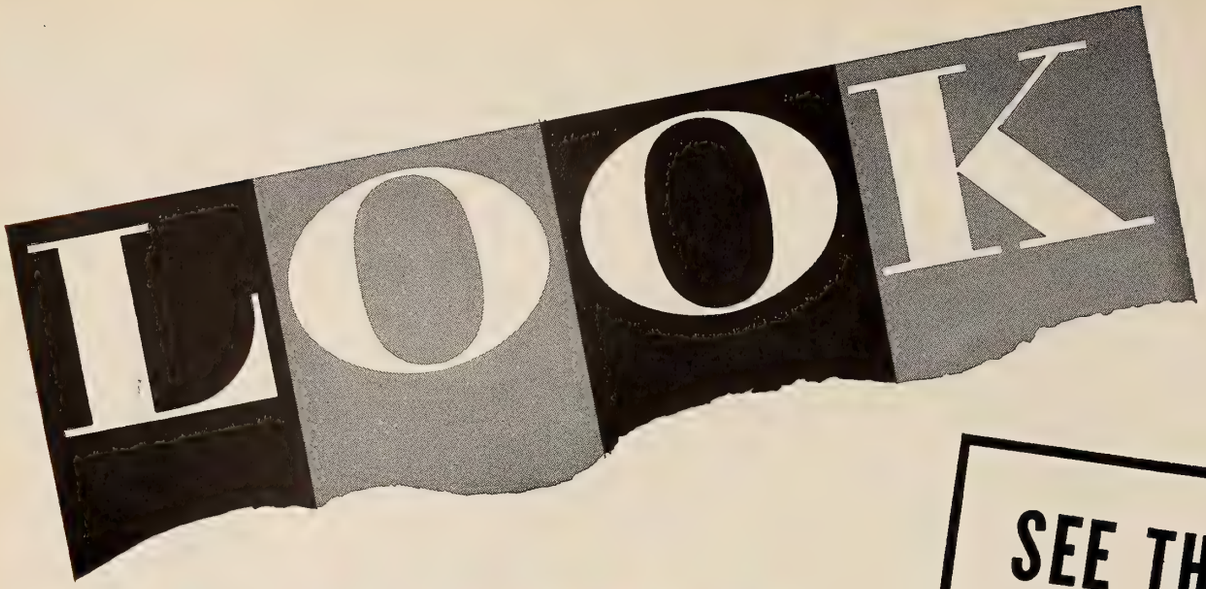
by JAMES HILL • Screenplay by JAMES R. WEBB
Adaptation by LIAM O'BRIEN

A SUSAN PRODUCTIONS Inc. Picture

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COLOR by DE LUXE

READY IN JULY...

THRU UA



SEE THE ISSUE OF MAY 15... ON THE STANDS MAY 1

LOOKS AT "TRAPEZE"

and gives it a ticket-selling send-off with a multi-page layout plus cover!

Up... Up... Up There Above The Great Ones!

THRU UA

wan' at Music Hall its Sturdy $105,000

very big $105,000 is estimated for first four days of "The Swan" at Radio City Music Hall here.

The picture opened on Thursday a sturdy $22,000, setting the pace the healthy box-office business at weekend. The regular Radio City sic Hall stage show accompanies screen program.

resident Urges alsy Fight Aid

President Eisenhower urged the erican people to support gener- ly the fight against cerebral palsy, a telegram made public in New k yesterday (Sunday) by Leonard Goldenson, chairman of the board United Cerebral Palsy.

The President's message arrived as ited Cerebral Palsy's more than affiliates completed plans for the nching tomorrow of the 1956 na- n-wide campaign for $10,000,000, id the sufferers from this crippling dition.

Goldenson in Tribute

On receipt of President Eisenhow- message, Goldenson declared: ne President's greeting gives tre- ndous impetus and encouragement the cerebral palsied children and lts of our country and to the usands of their friends and sup- ters now active in their behalf."

The United Cerebral Palsy cam- gn will continue throughout the nth of May. Across the nation, an y of volunteers—many of them ents of cerebral palsied youngsters ill stage a series of special fund- ing events.

The theme of the campaign is lp Today and Hope Tomorrow." ley C. Hope, president of Esso ndard Oil Co., is national cam- gn chairman, and Bob Hope is onal life chairman.

ew Coast TV Studio McGowan Bros.

levision oday..

HOLLYWOOD, April 29.—Arrangements were completed over the k-end by McGowan Productions, , producers of "Death Valley s" television program, for pur- se of a 58,000 square foot plant he heart of Hollywood for con- ion as a modern television film lio, Stuart McGowan reported. version starts this week. Occu- cy is scheduled for July 1.

Dorrell McGowan, president, and rt McGowan, vice-president, have operating from the Kling Studios Hollywood. The brothers, asso- ed with the motion picture indus- since 1934, were a writer-pro- er team for Republic Pictures for years, producing 83 features, and iously were a writer team for G-M, Universal, RKO and Repub- studios.

Something New Has Been Added

Look What $1.75 Will Buy At Chi.'s Starlite Drive-in

From THE DAILY Bureau

CHICAGO, April 29.—Stanford Kohlberg's Starlite Drive-in Theatre inaugurated this weekend a policy which, to use a well-worn expression, will include everything but the kitchen sink. And a kitchen sink probably will be available to patrons as well.

For an admission price of $1.75, a patron gets all this and fresh air, too: Two feature pictures, a stage show, free milk for children, free diaper service, free candy, souvenirs and dancing. Starting on Aug. 17 there will be an ice show with a company of 30 skaters. As an added attraction, there will be circus aerial acts at every show.

Headliners Included

For the first two weekends Kohlberg has lined up Nick Noble, the Hilltoppers, the Chordettes, Jim Lounsbury and his 14-piece band, Cab Calloway, Eddie Fontaine, Joey Fay, Dagmar and Benny Sharp. Also already signed up, according to Kohlberg, are Roy Rogers, Gene Autry and Pinky Lee. Negotiations are under way with Martin and Lewis, Spike Jones, the McGuire sisters and other personalities.

Until May 18 the big shows will be presented only on weekends, but will run nightly thereafter for the rest of the summer. The programs will start at 5 P.M., with dancing, followed by the stage show. Next there will be two screen attractions. The stage show will be repeated at midnight. Closing time will be at 4 A.M. Now under construction are steel bleachers with a seating capacity of 5,000. With its 1,875-car capacity and parking space for 900 cars, Kohlberg figures the Starlite will be able to accommodate between 10,000 and 12,000 persons. And credit cards will be issued to patrons who will want to charge their admissions.

Trans-Lux Holds Own in 1st Qtr.

First quarter operations of the Trans-Lux Corp. are running about the same as last year, Trans-Lux president Percival E. Furber informed stockholders here last week.

The management slate of directors was elected by over 402,000 shares. Following the meeting, the directors met and reelected the following officers: Furber, president; Aquila Giles, vice-president; Albert D. Erickson, vice-president, secretary and treasurer; Raymond G. Pugh, assistant secretary and assistant treasurer, and Herbert S. Keller, assistant secretary and assistant treasurer.

Hike Ad Rates

COLUMBUS, O., April 29.—Advertising rates of the Columbus "Citizen" will be increased two cents per line, effective June 1. Present amusement page rate is 26½ cents per line.

Two Screen Rights Bought by RKO

HOLLYWOOD, April 29. — The purchase of screen rights to "Ten Days in August," a novel by Bernard Frizell, and "Rachael Cade," a romantic novel by Charles Mercer, has been disclosed by William Dozier, RKO's vice-president in charge of production.

Both stories will go before the cameras next year, with Edmund Grainger producing "Ten Days in August" in Paris. The production staff for "Rachael Cade" has yet to be named.

Dozier also said production of the Ruth and Augustus Goetz screenplay of "Stage Struck," will start early this summer, rather than October, as had been originally planned.

Mexico Still Mulling Acapulco Film Fair

MEXICO CITY, April 29. — The proposed international film fair at Acapulco, celebrated Pacific Coast port-resort, that was introduced several years ago, is not dead but continues to be merely a project because the Government has not yet decided whether or not to approve the proposition. The show, the government believes, would be of benefit to not only the film industry but to all Mexico, the National Cinematographic Board explained.

Up to now, the board has only received advice, suggestions and amplifications of the fair's project, but no cash contribution, or even pledges of them, the board disclosed. Producers and distributors are the most interested in this event, but none of them has made any move to put up funds for the show; they believe that the government should finance the fair. The government has not yet been able to see its way clear to do that, the board said.

Pact for TV Writers

HOLLYWOOD, April 29.—Writers Guild of America and Alliance Television Film Producers have concluded negotiations for a new film television minimum basic agreement covering employment of both free lance and staff writers. Contract will run from the present to Jan. 15 1960. Benefits similar to those stated in the contract recently concluded with major film companies' television subsidiaries are included in the new document.

Levine Reports 1,000 Expected to Attend VC 20th Convention

At least 1,000 members of Variety Clubs from all over the world will attend the 20th annual convention at the Waldorf Astoria Hotel here on May 9-12, according to Martin Levine, VC convention chairman.

Levine, at the Variety Club Tent No. 35 luncheon meeting at Toots Shor's Restaurant, announced that over 600 registrations have been received thus far for the annual convention and that at least 1,000 are expected.

Drive Inaugurated

Chief barker Harold J. Klein appealed to the local tent's membership for more support to the organization's activities and announced the launching of a campaign on behalf of the Variety Club Foundation to Combat Epilepsy. He said that cannisters are being distributed in the metropolitan New York area to theatres, stores, apartment houses, etc., to secure additional funds for the Foundation.

It was also announced at the meeting by Klein that the CinemaScope short subject dealing with epilepsy, produced by 20th Century-Fox, is completed and will be available for distribution shortly.

Guests of honor at the Toots Shor's luncheon meeting were Cleo Moore, star of Columbia's "Over-Exposed"; nightclub comedian Myron Cohen, and Martin Starr, mutual broadcaster and "Mr. Showman" for the forthcoming VC convention. Luncheon chairman was Larry Morris.

Billy Rose Denied Books Inspection

In a copyright action brought by Billy Rose against Bourne, Inc., music publishers, Federal Judge Murphy in the Southern District of New York, denied Rose's application for inspection of the books and records of the music publisher. The application was based on Rose's claim that a 1923 assignment of the renewal term of copyright in his song, "That Old Gang of Mine," was "unconscionable" because of the advent of sound film and television.

Louis Nizer, attorney representing Bourne, Inc., argued before Judge Murphy that Rose had accepted royalties without protest for more than 30 years for all kinds of exploitation of the song, including motion picture synchronization and television.

To Sneak 'Boats'

"Away All Boats," said to be the most expensive film production ever produced by Universal-International, will be given a "sneak preview" at the RKO 86th Street here tomorrow night for the general public as well as a group of U-I guests, who will include local U. S. Navy officials, exhibitors, national and fan magazine editors and press, television, radio and merchandise tie-up representatives.

Report Verbal O.K. For 'Pacific' Film

Virtual verbal agreement to produce "South Pacific" in the Todd-AO process for Magna Theatres release was said to have been reached by Rodgers and Hammerstein at the weekend.

George P. Skouras, Magna Theatres president, now on the Coast, reported the negotiations last week when announcing the refinements in the Todd-AO process.

4 from TOA

(*Continued from page* 1)

counsel and George Kerasotes, assistant to the TOA president. Myron M. Blank, TOA president, is expected to return from Europe around May 15, and may go on to Washington to attend the SSBC hearing.

It was disclosed here late last week by Rube Shor, president of Allied States Association, that an invitation would be extended to TOA "to sit in and listen in" to the Emergency Defense Committee meeting, which will take place in Washington, where the Allied board of directors will meet, beginning on May 22. TOA has not reported whether it has received an invitation to attend the Allied EDC meeting, but it was indicated earlier last week that there was a strong possibility of a meeting among the leaders of both organizations to discuss the SSBC distributor testimony and to possibly formulate a new, joint exhibition policy.

Pickman Returns

Jerry Pickman, Paramount advertising-publicity vice-president, arrived in New York over the weekend from Hollywood where he engaged in studio conferences on production and promotion plans. He met with Y. Frank Freeman, vice-president in charge of the studio; Cecil B. DeMille, Bob Hope, and other executives, producers and stars connected with current productions.

HEAFODECE

In Anglo-Saxon it means headache. In American English it's the same. And, in the film business, anyway you look at it, it's still just that. But, that's something that can be avoided. How? Simple enough. Which means? It means that a George J. Waldman release will release you of all booking headaches.

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505 Pearl Street, Buffalo
'Phone: Madison 3857
MINNA ZACKEM, Gen. Manager

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630 9th Ave. Phone: CI 6-1717

REVIEW:

Hilda Crane

20th Century-Fox—CinemaScope

ROMANCE centered on a complex girl who loves but fails to have it returned until it is almost too late provides the story for 20th Century-Fox's CinemaScope and color by Technicolor production "Hilda Crane," that has Jean Simmons, Guy Madison and Jean Pierre Aumont sharing top roles. Box-office-wise, it is a moving picture, one that makes its appeal to women but has much drama and suspense to interest male theatre patrons as well.

Top billed as Hilda is Miss Simmons who sheds her quiet acting mannerisms to assume the role of a Nevada girl who returns to her home town after two unhappy marital ventures in New York, each of which ended in the divorce courts. She searches for a new and substantial love, only to find that this possibility, too, has faded over the years. To her dismay, she finds that her college sweetheart, Aumont, a French professor, avoids marriage with her but entertains the idea of an affair —which she refuses most emphatically. Suave, sophisticated Aumont pursues, but not in time to rescue her from Madison, a rich contractor, who publicly displays affection for her.

At this stage, Madison's rather-forward mother (Evelyn Varden) attempts to halt the marriage between her son and Miss Simmons but finds her would-be daughter-in-law quite firm in her stand to marry Madison. The mother's attempt to "buy her off" the day of the wedding fails her but her plot succeeds to a point. She complains of her weak heart during the pre-wedding fight with Miss Simmons and dies while her son and Miss Simmons are being married at the church. In this way, emphasized by producer Herbert B. Swope, Jr. and director Philip Dunne, she comes between the married couple—her death serving as a block between them.

As romance weakens and the two grow further apart, Miss Simmons displays her complex romantic dilemma, loving but not being loved. Once again, she returns to Aumont who asks her to run away with him and marry. Here, Madison bursts into the room to view his wife and Aumont and sends Miss Simmons home in a fit of despair. Resolving that there is to be no way out of the marital war between herself and Madison, Miss Simmons swallows a bottle of sleeping pills but is treated in time by a physician. After her slow recovery, she prepares to leave her husband and return to New York but finds that the barrier—the memory of her dead mother-in-law—has been removed in its entirety by Madison who stages a reconciliation and promise of ardent love.

The supporting cast—Judith Evelyn, who portrays Miss Simmons' mother; Miss Varden and Peggy Knudsen and Gregg Palmer, as a neighborly married couple—complement the superb performances of the three top stars.

Music composed by David Raskin and directed by Lionel Newman serves to maintain the mood. Joe MacDonald headed the photography crew that captures the quaint settings of a typical college town.

Running time, 87 minutes. General classification. For immediate release.

JACK EDEN

All Trans-Lux Units In One Spot June 1

All of Trans-Lux Pictures Corp.'s New York offices will be consolidated on June 1 when the firm will move to its new location on Madison Ave.

Richard Brandt, vice-president of Trans-Lux Distributing Co., said the Trans-Lux Television Distributing Co., which will go into full-scale operation in mid-May, also will be housed at the central office. The new firm, which Brandt will direct, will handle TV distribution of half-hour subjects, full-length feature films and some 700 short subject films of the Encyclopedia Britannica series. The latter series will be sold in 26 and 39-film package contracts, Brandt added.

Mapping future films for Trans-Lux Theatres in New York, Brandt said the Italian film "La Strada" will be booked for one of its East Side houses in July.

Further Plans for Joint Convention

Plans for the forthcoming joint conventions of Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association and the Concessions and Popcorn Association were furthered here at the weekend when officials of the three groups held a luncheon meeting.

The conventions will be held jointly at the New York City Coliseum here on Sept. 19-25.

Attending the meeting were Albert M. Pickus, Herman Levy and Joseph Alterman of TOA, Merlin Lewis and Lee T. Jones of TESMA, and Lee Koken and Bert Nathans of CPA.

'Oklahoma!' to Okla. On 50th Anniversary

The State of Oklahoma will have first showing of "Oklahoma!" June 7, in conjunction with the 5 anniversary of the statehood of O homa. The picture will open June 7 at the Rialto, in Tulsa, E (Ted) O'Shea, vice-president charge of sales for Magna Thea disclosed here late last week.

The Todd-AO picture will o also on June 1, in the Nixon, P burgh, and Joy Hauck's Panorama New Orleans, which will be c pletely renovated for the engagem on June 14.

Republic

(*Continued from page* 1)

now equipped with wide-screen wide-screen lenses.

The first picture utilizing the p ess is "The Maverick Queen," review of which appears in this i of MOTION PICTURE DAILY. this new system, Republic will rel an optical sound track only, the c pany stated. The new system devised to improve resolution, de tion and eliminate graininess.

Naturama Reception Enthusiastic in U. K.

LONDON, April 29.—The demonstration here of Repub Naturama process was given an thusiastic reception by a large a ence, which included a number delegates to the Cinematograph Exhibitors Association's general c cil. Following Republic presi Herbert Yates' introductory reels, public's first Naturama, "Mave Queen" was screened.

A number of technically-min members of the audience had pr ously seen the parent French C panorama process. They gave h praise to the refinements on original anamorphic system achie by Republic's laboratory technic and in particular to the backgro clarity revealed on the screen.

ASCAP Show Tomorr

The American Society of C posers, Authors and Publishers nounced that a group of ASCAP s writers will present for members male guests of the National P Club the sixth annual "ASCAP sical Matinee" tomorrow, in the P Club Auditorium, Washington.

Paul Cunningham, ASCAP pr dent, will produce the show and s as master of ceremonies.

Set 'Duchin' Dates

The Woods Theatre in Chicago, Allen in Cleveland and the Bev Hills in Los Angeles will be am the key city showcases to play lumbia's summer release, "The E Duchin Story." It was previo announced that the CinemaScope ture would play at the Music Hal New York.

V Hearing

(*Continued from page* 1)

ion picture industry practices out-ed by the Paramount case deci-. He has compared the networks' ngements with their affiliated sta-s to the block-booking practices ned by the Supreme Court. A ilar comparison was made earlier he hearing by Stanley N. Barnes, d of the Justice Department's Anti-st Division.

Questionnaire Sent

n the meantime the committee f has sent out to networks and ions a detailed questionnaire on work practices. It has set a May 7 dline for replies, and is expected base much of the conduct of the ing phase of the hearing on what rmation these questionnaires bring

)n Friday the committee heard mon Garfield of Jerrold Electronics, o said that a cable system was the y way of getting high quality en-ainment into the American home l that motion picture exhibitors e the best qualified people to do The committee also heard rebuttal timony from W. Theodore Pierson, nsel for Zenith Radio Corp., who resented all three subscription tele-on proponents. In addition, a ement by the American Broadcast-Co. in opposition to toll TV was into the record.

Civic Groups Protest

The committee also heard testimony inst subscription television from s. R. W. Cornelison, representing American Mothers' Committee; rie Hurley, representing the Na-al Federation of Music Clubs; her James Vizzard of the National tholic Rural Life Conference, and s. Mathieu Boute, a private citizen. Garfield asked for a trial of fee TV early as possible, to show that "the posals of Zenith, Telemeter and atron will fall of their own weight." said that Jerrold's system could be into operation at any time with-the approval of any government ly.

"Major forces in the entertainment ustry," he said, however, "includ-motion picture exhibitors . . . have n confused and alarmed by the erly unrealistic proposals" made by TV proponents. Consequently, he nt on, the company has been un-e to obtain top-quality film and er product for its operation.

Sees Exhibitor Opportunity

Garfield maintained that when the TV proponent has a "performance t . . . the scrambled broadcaster l then eliminate himself." The way l then be open, he went on, "for motion picture exhibitors, the men st experienced in the field of mass ertainment to join forces in supply-both the shows and the showman-p necessary for the development the soundly executed, constructed l operated cable theatres through-the nation."

Pierson blasted at the argument t toll-TV would "siphon off" talent l shows from free TV, to the ulti-mate "blackout" of the latter medium. He accused the Columbia Broadcasting System of having "a beautiful siphon" now, in its "control" of programs and broadcast time."

In answering the objections to toll TV voiced by theatre owners, Pierson said, "there's an industry that's never given anything away free." Theatre owners come in and complain, he continued, "and urge that their competition should be required" to give programs away free.

Urges Congress Control

ABC maintained that Congress, and not the Federal Communications Commission, should decide whether or not subscription television should be authorized.

Its statement said that improvement in television programming is taking place and will continue, and that "there is no occasion to levy a tribute upon the American people in order to accomplish it."

"Only when the last possible dollar was wrung from the mass audiences," ABC said, "would pay-television seek to till the less fertile fields of minority tastes. This would not occur until pay television had most of the broadcast day and existing facilities to itself. But when that day arrives, there would be no free television."

What the television industry needs, ABC went on, is more outlets for nationwide distribution of television programs and for added advertising revenue. Pay TV would serve "only to aggravate the existing shortage of television outlets," ABC declared.

REVIEW:

The Maverick Queen

Republic—Naturama

PRODUCED in the cattle country of Colorado, "Maverick Queen," the first picture in the new wide-screen Naturama process in Trucolor, has all the ingredients of the outdoor action film and should do well at the box-office, in all situations. With Barbara Stanwyck, Barry Sullivan, Scott Brady and Mary Murphy in the principal roles, the picture, abundant with excitement, romance and villainy, deals with the adventures of an outlaw gang called "The Wild Bunch" and relates how the West was rid of them.

The script by Kenneth Gamet and DeVallon Scott and is based on a novel by Zane Grey. One song, "The Maverick Queen," sung by Joni James, adds to the entertainment values. Joseph Kane directed, and the photography direction by Jack Marta provides some beautiful backgrounds in the Colorado countryside.

Any devotee of Western stories will know immediately when mention is made of "The Wild Bunch," the story will deal with a gang's activities and demise, all which will be presented in an exciting, fast-moving manner. And so it is here. Sullivan is portrayed as an undercover Pinkerton detective who joins the gang in order to bring law and justice to the territory. He is aided in his efforts by Miss Stanwyck, who is presented as a dance-hall queen who aids and abets the outlaws. Miss Murphy is the young and beautiful cattle ranch operator who is in financial difficulties due to the Wild Bunch's raids on her stock.

Sullivan's successful efforts to join the gang and bring them to justice is hampered by Brady, a ruthless killer-member of the gang, who considers Mis Stanwyck his property. After being unmasked as a detective, Sullivan with Miss Murphy and Miss Stanwyck attempt to leave the Wild Bunch but are cornered in an old cabin. There they are rescued by a sheriff's posse, but after Miss Stanwyck is killed.

Others in the cast capably supporting the principals are Wallace Ford, Howard Petrie and Jim Davis.

Running time, 92 minutes. General classification. For release in May.

LESTER DINOFF

I.F.E. Slates 6

(*Continued from page* 1)

policy of this company to release only those films which we feel will appeal to a wide segment of the American movie-going public."

The new product lineup includes three color films, one in CinemaScope. Five of the six are in the English language. Included in the group is the company's first French-produced film, which continues the I.F.E. policy of releasing not only Italian product, but those of other countries as well.

The new films are: "Roman Tales" (tentative title), in CinemaScope and Technicolor, starring Silvana Pampanini and Vittorio De Sica; "Symphony of Love," a Technicolor musical dramatization of the life of Franz Shubert, in English, with Claude Laydu as the composer; "Forbidden Fruit," an adult drama of extra-marital involvements, starring Fernandel.

Also "Torpedo Zone," English-language film dealing with submarine naval action during World War II; "Con Men," English language picture starring Broderick Crawford, and "Fabulous India," photographed in color by Claude Renoir, featuring some scenes and rites said never before to have been photographed.

John Conway Dies

John J. Conway, a sales representative of the National Ticket Co., died in New York.

To Be Studied

CompoReports OnGoldenson's Distaff Plan

By MURRAY HOROWITZ

Recommendations on methods to attract women into motion picture theatres are contained in a report prepared by the advertising and publicity committee of the Council of Motion Picture Organizations.

The report has been submitted to Leonard Goldenson, president of American Broadcasting - Paramount Theatres, who had advocated that an industry-wide campaign be instituted to win the distaff side of the potential American audience.

Suggestions Not Disclosed

The nature of the recommendations was not made public, although the report will be studied further for possible action. A number of advertising-publicity executives, queried regarding the proposals, maintained that a good deal of "indirection" is used in the proposed campaign, a tool which could become ineffective if unwrapped, they stated.

Goldenson, contending that women play a vital role in setting the film-going habits of the family, said a campagin should be launched, making the distaff side aware that motion picture theatres offer relief and a night out from the cares and worries of home.

Tax Campaign a Factor

One factor mitigating against any quick launching of the proposed campaign is the current anti-admissions tax drive, now absorbing all the attention of COMPO executives, trade observers felt. Another complication is one of financing, which would have to be settled before the Goldenson women's drive to boost attendance could be launched.

Stewart and Murphy For 'Night Passage'

HOLLYWOOD, April 29.—Edward Muhl, Universal-International vice-president in charge of production, has announced the co-starring of James Stewart and Audie Murphy in Norman C. Fox's "Night Passage," with color by Technicolor, as a top-budget attraction.

Stewart and Murphy starred separately in U-I's two top-grossers of all time, "The Glenn Miller Story" and "To Hell and Back," both produced by Aaron Rosenberg, who will produce "Night Passage."

Fox Director Honored

Boris Vermont, director of 20th Century-Fox's foreign versions dept., has been awarded a Golden Reel by the Film Council of America for his 16 mm production "The Man I Never Saw" at the third annual film assembly meeting in Chicago.

Columbia

(*Continued from page* 1)

featuring 16mm. films in the area, Miller's Cafe, played "Three Stripes in the Sun" one week before it played day-and-date at E. M. Loew's Riverside Drive-in and Zeo's Parkway Drive-in, North Wilbraham. Springfield drive-in operators and owners of regular theatres were reported angered at the cafe situation, with three local cafes showing 16mm. films free of charge twice a week, and Miller's playing nightly.

There are eight drive-ins in this area, and 13 regular theatres.

Lifts $10 Tag

(*Continued from page* 1)

in the papers submitted on Friday by RKO Theatres counsel O'Brien, Driscoll and Raftery, but was stricken by the judge when he put his signature to the papers.

RKO Theatres owns in trust 56,488 and 4/5 shares of Class "A" stock of Metropolitan Playhouses, of which it must divest itself under terms of the company's consent decree.

Hoare Plans Trip to N.Y. for Lion Films

American distribution rights for a roster of British pictures will be negotiated by Victor J. Hoare, managing director of Lion International Films, Ltd., upon his arrival in New York. He is due to leave London shortly.

The roster will include "Extra Day," starring Richard Basehart and Simone Simon; "Charley Moon," featuring Max Bygraves; the Boulting Brothers' "Private Progress," and perhaps John Stafford's CinemaScope production "Loser Takes All."

CBS, Col., Talking Radio Deal for Film

Columbia Pictures is negotiating with Columbia Broadcasting System in regard to securing wide-spread radio promotion in behalf of the forthcoming "The Eddie Duchin Story."

The details of the negotiations were not made available, but it is understood that the agreement will embrace about 25 segments on eight coast-to-coast radio shows, it was said.

Charles Herbst, 54

MILWAUKEE, April 29.—Charles H. Herbst, Jr., 54, owner of Theatre Engineering Service died here. Prior to starting this firm four years ago, he had been a field engineer for Radio Corp. of America for 24 years, most of the time in Wisconsin.

Leo Pillot Is Wed

Leo Pillot, 20th Century-Fox special events manager was married to Alma Harman on Saturday, in a private ceremony before Supreme Court Judge James B. M. McNally, in New York.

RKO Pictures, Atlas Holders Vote in May

(*Continued from page* 1)

receive four shares of new common stock of the surviving corporation for each five and one-quarter shares of their RKO stock. Atlas stockholders will be entitled to receive four shares of new common stock of the surviving corporation for each one share of presently outstanding stock of Atlas. Also, RKO stockholders will have the privilege, exercisable within the 40 days following the effective date of the merger, to receive, in lieu of each share of new common stock of the surviving corporation to which they would otherwise be entitled, six-tenths of a share of certain five per cent cumulative preferred stock, of the par value of $20 per share, to be issued by the surviving corporation. RKO stockholders exercising this privilege will receive such preferred stock at the rate of $9.14, par value thereof, for each share of RKO stock.

No Tax Change

Simpson reported in the notice of the special meeting that no gain or loss for Federal income tax purposes will be realized by RKO stocholders on exchange of RKO stock for the new securities.

The merger agreement, which is subject to necessary approvals by stockholders of the respective constituent corporations, is the result of many months of negotiations between representatives of Atlas and of RKO, Simpson said. These were first carried on in behalf of RKO by director Howard Hughes, owner of more than 40 per cent of the stock of RKO, at the board's designation. Further negotiations were carried on by other directors in behalf of RKO and they related largely to the establishment of the attributes of the proposed new preferred stock and the fixing of the ratio of exchange there for RKO stock, Simpson said.

Liquid Assets Sought

According to the proxy statement, the principal reason for the proposed merger is to provide an opportunity for the utilization of the liquid assets of RKO as part of the resources of Atlas. RKO was a holding company owning stocks of subsidiaries engaged in the production and distribution of motion pictures until March 31, 1954, when in a transaction approved by stockholders it sold its assets to Hughes for $23,489,478 in cash, an amount equal to $6 for each share of stock then outstanding. Following the sale of assets, RKO, at a cost of $5,717,952, redeemed 952,992 shares of its stock at $6 per share, pursuant to an offer to stockholders to redeem stock at that price, which expired Dec. 31, 1954. Since the sale to Hughes, the proceeds of the sale not utilized in such redemptions have been maintained in liquid form, and the assets of RKO have consisted entirely of cash and marketable securities. RKO realized a capital loss amounting to $32,231,690 upon the sale of its assets and, under present Federal laws and regulations, such loss would be available under appropriate circumstances as a set-off against capital gains, if any, realized by RKO prior to Dec. 31, 1959.

Share Value $6.08

The net asset value per share of RKO stock issued and outstanding at Nov. 30, 1955, was $6.08, exclusive of any value of possible tax benefits from the capital loss carry-forward.

The proposed merger will require an affirmative vote of two-thirds of the outstanding shares of RKO stock and would become effective with the filing and recording of the agreement of merger in accordance with applicable state laws. The merger may also be abandoned at any time prior to its effective date by mutual consent of the boards of all the constituent companies.

Totals 2,961,921 Shares

The capital stock of RKO consists entirely of common stock, totalling 2,961,921 shares outstanding on Feb. 29, 1956, registered in the names of approximately 4,300 owners. Approximately 42.61 per cent or 1,262,120 shares of the RKO common stock is owned beneficially by Hughes. Atlas beneficially owns 832,800 shares of RKO stock, approximately 28.12 percent of the outstanding stock, at the February date. If the merger becomes effective, these shares will be cancelled and no shares in the surviving corporation will be issuable in exchange thereof. Hughes has not advised the management of RKO as to whether he intends to exercise the tion to convert into new prefe stock of the surviving corporation or any of the new common stoc the surviving corporation which become issuable to him if the me becomes effective.

Stockholders Meet May 23-24 For Atlas and Merged Firms

A proposal for the merger of A Corp. and five other companies be placed before Atlas stockhol on May 24, Floyd B. Odlum, p dent, announced. On consummati the merger, the present common s of Atlas will be converted into shares of its new common stock.

The merger will not affect status of the outstanding option rants of Atlas, except that each option warrant after the merger represent the right to purchase shares of the new common stoc a total cost of $25, amountin $6.25 per share.

Board to Be Augmented

The board of directors of merged company will be enla The new directors to take offic the effective date of the merger be: David G. Baird, Baird & members of the New York Stock change, and the active head of eral charitable foundations; Sid Richardson of Fort Worth, Tex., of the largest independent oil ducers in the country, and Robe Stearns, former president of the versity of Colorado and now hea the Boettcher Foundation. Ra Ryan of San Diego has been n a vice-president. Ryan has be member of the executive staff of and was formerly a vice-preside Consolidated Vultee Aircraft C

Stockholders of Airfleets, Albu que, San Diego and Wasatch meet on May 23 and stockholde RKO will meet on May 25 to a the proposed merger.

Still Closed-End Company

Atlas had been advised by co that all of the exchanges of sto volved in the merger will be free, including conversion of the common stock into preferred s Atlas will continue as a closed non-diversified management in ment company specializing in sp situations, according to Odlum.

Berger Favors One-Year Arbitration Test; Sees Hope in Exhibitor-Distributor Parley

Special to THE DAILY

MINNEAPOLIS, April 29.—Benjamin Berger, president of North Central Allied, said that he believed a one-year trial of all-inclusive arbitration was the "best and most peaceful method" of settling the current differences between production-distribution and exhibition.

The North Central Allied chief said that he was optimistic over the possibilities of a round-table meeting between exhibition leaders and top executives of the major companies.

Berger said that "once we get them all together, we can work out a program for a year's trial of all-inclusive arbitration," adding that "it will be much better for all concerned if we can work out our problems within the industry itself instead of being forced into legislation."

Circuits Book MGM 'Wedding in Mona

A three-reel subject in Cin Scope and color by Technicol "The Wedding in Monaco," cov the Grace Kelly-Prince Rainier I Monaco marriage, is currently in tribution by MGM which se U. S. rights to the production.

Eleven theatre circuits, Lo RKO, Schine, Shea, Gibraltar, West Coast, Kincey, Florida S Cooper Foundation, Hamrick Intermountain, have booked the for showing.

79th CONVENTION DEMONSTRATES

SMPTE's Program for Screen Progress

¶ Television and the motion picture share expanding activities of the film industry's oldest technological society

AN enlargement of its education and engineering activities occupies a prominent place on the 1955-56 program of the Society of Motion Picture and Television Engineers, now convening in its 79th semi-annual convention at the Hotel Statler in New York.

SMPTE feels that its job is a long way from being "done in the field of education." It has become apparent to farsighted engineers and administrators in motion pictures and TV that a very practical and serious limitation to continued technological progress is presenting itself. This limitation, SMPTE reports, appears as a shortage of skilled personnel able to handle today's increasingly complex technical tasks.

To meet this growing problem, young engineers with professional training must become interested in motion picture and television employment, SMPTE is convinced. Concurrently, technical people already on the job must become increasingly conversant with the fundamentals of modern techniques. These include magnetic recording, photography, processing and quality control of color film, and the use of color and black-and-white films in TV. To familiarize technicians with these modern techniques will require an extensive and very deep program of education and training, and if it is to succeed, such a program must be well grounded, palatable and readily available to all who express an interest, SMPTE realizes.

In line with the stepped up education program, SMPTE sponsored three technical courses last fall at the University of California at Los Angeles and followed that up with the institution of another course in February at the University of Southern California.

Courses on Motion Picture Laboratory Practice, Duplication of Color Motion Pictures and Illumination Optics were offered at UCLA, while the Elements of Sound Recording for Motion Pictures was given at USC. In all cases, courses were offered to motion picture personnel now employed in the industry to enable them to keep abreast of the latest technical developments.

At the January SMPTE board meeting there was discussion of instituting a projection course at a university but the proposal was temporarily shelved due to a lack of technical members able to serve on the committee. However, SMPTE officials have reported the measure will be brought up for consideration at the future convention when action, specifically in the selection of committee members to organize such a program, will be taken.

A Leader in Standardization

Reporting on the organization's engineering program, a SMPTE report said "the society's engineering work has always been extensive, yet it too reached a new peak in 1955 with American participation in the Stockholm conference of the International Standardization Organization. From our Board of Governors and headquarters staff came the chairman and secretary of the ISO technical committee on cinematography, and from our committees came the delegation that presented this country's views to representatives from nine other nations. Out of these combined efforts are coming international standards within which future exchange of motion pictures between countries will take place. Recent American advances made it appropriate for SMPTE to assume world leadership in this field."

Steps toward improving the technical quality of black-and-white TV and toward ironing the technical kinks out of color TV have been aided by the Society; and SMPTE's color and black-and-white test films and slides have come into wide use because they demonstrate, in film terms, special requirements of the TV system which must be met in the completed motion picture if adequate quality in the televized image is to result. Published recommendations spelling out these requirements continue to be distributed in substantial quantity, as do copies of a new standardized TV studio lighting nomenclature which is eliminating a good many misunderstandings in the production of live shows.

SMPTE, in its 40th year of service and technical leadership, continues to give the motion picture and television industries and their engineers, producers, suppliers and technicians a place to meet and exchange ideas, and to discuss problems and their solutions on a professional level. The results of this cooperative effort are contained in the *Journal* of the SMPTE. The facts found there, and the organization that stands behind them, have significance, importance and timeliness in this era of change.

The motion picture industry, a late starter in the scientific field, had certainly not reached any great degree of gravity or honor when C. Francis Jenkins, one of the pioneers of the film industry, issued a call in 1916 for a few engineers interested in the motion picture business to meet at the Hotel Astor in New York and review the needs of the infant industry. This group of 25 organized the Society of Motion Picture Engineers, taking for its aim: "The advancement in the theory and practice of motion picture engineering and the allied arts and sciences, the standardization of the mechanisms and practices employed therein and the maintenance of a high professional standing among its members."

Publication of Technical Data

The founders of the organization felt that one of the most valuable tasks it could perform was to put into permanent form for world-wide distribution the specialized knowledge of the members, experts in their particular line. This principle of the dissemination of scientific knowledge inspired the *Transactions,* a publication that contained the papers that were presented, and the discussions that

(*Continued on page* 12)

Officers of the SMPTE

JOHN G. FRAYNE
President

John George Frayne, president of the Society of Motion Picture and Television Engineers, was born in the County of Wexford, Ireland, on July 8, 1894.

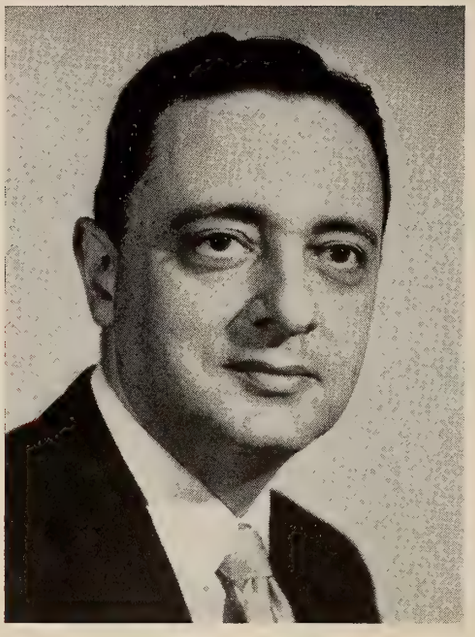
Dr. Frayne first became affiliated with his present company in 1919 when he joined the staff of the development and research department of the American Telephone and Telegraph Company. In 1929 he went to Hollywood and is now engineer-



ing manager for Westrex's Hollywood division, a position he has held since 1949.

Dr. Frayne, who is well known for his work in the field of sound recording, is an avid proponent not only of better initial training for motion picture technical people, but also of continued education throughout their careers. In collaboration with Halley Wolfe of Westrex, he wrote "The Elements of Sound Recording."

In October 1954, Dr. Frayne was elected president of SMPTE for the 1955-56 term. He has been active in Society affairs since 1931, and has served as chairman of the Society's sound, progress, Journal Award and Progress Medal Award committees. In addition, he is a Fellow of the Society and has been Pacific Coast chairman, a member of the board of governors, editorial vice-president, and executive vice-president.



BARTON KREUZER
Executive Vice-President

Barton Kreuzer, executive vice-president of the Society of Motion Picture and Television Engineers, was born in New York City, February 18, 1909. He was graduated from Brooklyn Polytechnic Institute with the E. E. degree in 1928.

Kreuzer joined RCA in 1928 and was successively concerned with electronic development work, film recording engineering, theatre field engineering, and film recording licensee contacts. During this period he supervised the installation of the elaborate sound and motion picture equipment at Radio City Music Hall, and the sound system used in the streets of Washington for the inauguration of President Franklin D. Roosevelt.

From 1935 to 1937 Kreuzer was in charge of film recording equipment sales for RCA's Eastern industrial licensees, including the operation of the 411 5th Avenue film recording studio in New York. From 1937 to 1943 he was engaged in a similar activity in Hollywood film recording sales. He was named national sales manager in 1941.

From 1943 to 1954 Kreuzer served successively as manager of RCA's theatre equipment business with headquarters at Camden, N. J., as general product manager of the Engineering Products Division, and as marketing manager of the theatre and industrial equipment department.

From 1954 to the present he has been director of product planning for RCA.

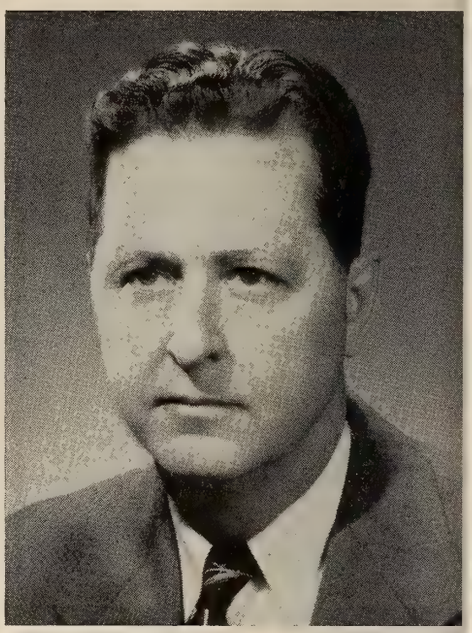
He is a fellow of the SMPTE, past treasurer and past financial vice-president. In addition to being SMPTE's current executive vice-president, Kreuzer also is chairman of the executive committee.

HERBERT BARNETT
Past President

Herbert Barnett, past president of the Society of Motion Picture and Television Engineers, was born April 24, 1907, in Mississippi. He was educated in Mississippi and at New York University, where he did post graduate work.

Barnett spent approximately five years in research and motion picture development work with Bell Telephone Laboratories and as a recording engineer with Electrical Research Products, Incorporated (Westrex).

He has been with the General Precision Equipment organization for the past 18 years with the exception of the period 1953-1954, during which time he was executive vice-president of Cinerama, Inc. With General Precision he has served in several capacities including five years as director of engineering of International Projector Corp.,



five years as executive vice-president of General Precision Laboratory, Pleasantville, N. Y., and a year as assistant to the president of General Precision Equipment. Upon returning from duties at Cinerama he has been acting as director of motion picture planning, with one principal responsibility as administrative officer, and secretary of the motion picture policy committee.

Barnett has been a member of the board of governors of the SMPTE continuously since 1949. During 1951 and 1952 he served as executive vice-president and as president during 1953 and 1954.

In those capacities, naturally, Barnett was largely responsible for the planning and administrative work that contributed so much to the record of accomplishment achieved at the Society's semi-annual conventions in those years.



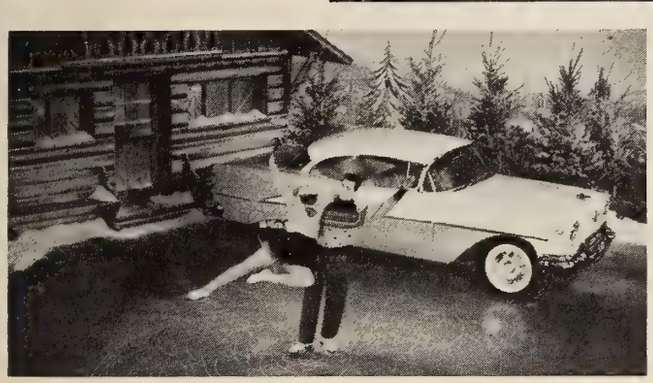
BOYCE NEMEC, Executive Secretary

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, was born in Minneapolis, April 19, 1918. He was educated at the University of Minnesota, and served in the U. S. Army Signal Corps from 1941 to 1946. He joined SMPTE in 1946 and was assigned to modernize its standardization procedures.

He was named executive secretary of SMPTE in 1947. He is resigning, effective June 15, to establish a management consulting service for the motion picture and television industries. He is international secretary for motion pictures of the International Standardization Organization.

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How Would You Produce a Series of TV Commercials

in Eastman color featuring a new line of automobiles and a full size ice rink complete with a skating chorus?

We did it for Oldsmobile easily and with room to spare right in our own studios.

Two days later the ice was gone and a fully equipped supermarket stood in its place. What does this mean to you? Simply this — when you have your commercials made are you getting the studio facilities and flexibility you are paying for — or are you and your client jammed into a small space never designed for making motion pictures.

We believe in making motion pictures the professional way, the right way, the way that is cheaper in the long run. That is why, in addition to our studios, we have a full sized and permanently staffed scenic department with not only all the machinery to build whatever sets we need, but in addition we have a huge scene dock of set elements. Standing sets are yours to use without charge.

You know what a saving all this means means to you.

But that's not all! We have our own complete RCA sound channels, magnetic and optical in 35 and 16mm. The finest private motion picture sound installation in New York.

There are many other features such as dressing and make up rooms, property department, editorial rooms within one block of Madison Avenue, and a private theatre — all of which you need for first class quality production. Conveniently located in Mid-Town Manhattan.

Video Pictures, Inc. is currently represented on Television by commercials made for Halo, Herbert Tareyton, Gruen, Mutual of Omaha, Oldsmobile, Pall Mall, Rise, Shulton Old Spice, and Simoniz.

Our Executive Producer, Mr. Charles L. Turner will be pleased to have you visit our offices and studios to see the facilities that can be yours on your next commercial.

Why should you and your client have less than the best as long as the price is competitive? Let us give you a bid so that you may see for yourself. Call Mr. Turner at: CIrcle 7-2062.



Charles L. Turner
Executive Producer

VIDEO PICTURES, INC.

with offices at
500 FIFTH AVE., NEW YORK 36, N. Y.
and studios at
510 W. 57th ST., NEW YORK 19, N. Y.

Officers of the SMPTE

continued from page 10



AXEL G. JENSEN
Engineering vice-pres.

(photo above) Mr. Jensen is engineering vice-president of the Society of Motion Picture and Television Engineers. He is associated with Bell Telephone Laboratories, Inc. where he is director of television research. SMPTE in 1952 awarded him the David Sarnoff gold medal for his work in television research.



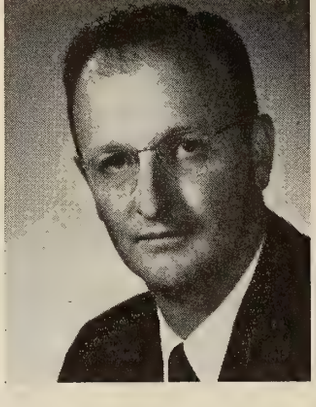
BYRON ROUDABUSH
Convention vice-pres.

(photo above) Mr. Roudabush is president of Byron, Inc., Washington, D. C. With the outbreak of World War II he added a small sound studio for making training films for the armed services to his Washington photographic store. Later a laboratory for printing color films was added, and Byron, Inc., formed.



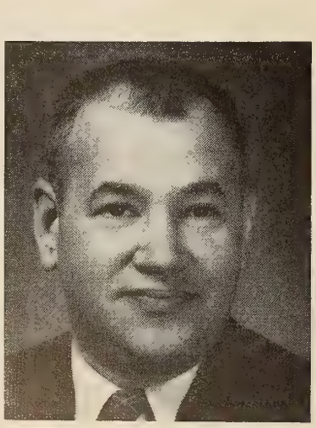
NORWOOD L. SIMMONS
Editorial vice-president

(photo below) Mr. Simmons is editorial vice-president of the Society of Motion Picture and Television Engineers. He holds the position of chief engineer for the West Coast division of the motion picture film department of Eastman Kodak. He has been continuously associated with Eastman since completing his schooling in 1937.



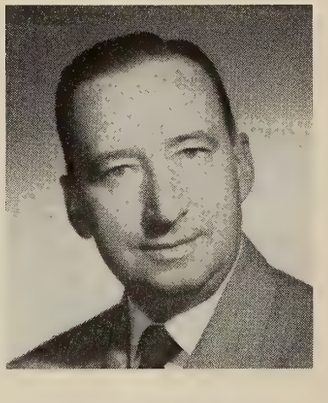
WILTON R. HOLM
Secretary

(photo below) Mr. Holm, secretary of the Society of Motion Picture and Television Engineers, is associated with E. I. du Pont de Nemours & Company, Inc., with whom he holds the position of technical associate, research division, photo products department.



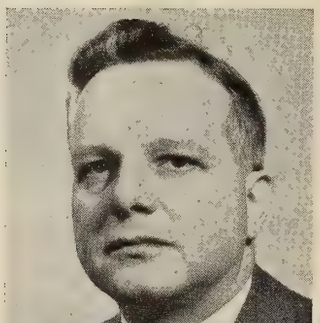
GEORGE W. COLBURN
Treasurer

(photo at left) Mr. Colburn is president of the George W. Colburn Laboratory, Inc., Chicago. The laboratory offers complete production services and release printing for 16mm film producers. Engaged in this and related activities since 1913, Colburn designed and built all of the motion picture printing equipment used by the laboratory since 1930.



JOHN W. SERVIES
Financial vice-president

(photo above) Mr. Servies is financial vice-president of the Society of Motion Picture and Television Engineers. He also is a vice-president of National Theatre Supply, with which he has been associated for many years. He is in charge of Central district operations and head of carpet and concession sales departments.



ETHAN M. STIFLE
Sections vice-president

(photo above) Mr. Stifle is manager of the East Coast division of the motion picture film department of Eastman Kodak. He joined Eastman in 1931 in the research laboratory in Rochester. He moved to New York City in 1945 as a motion picture engineer in the motion picture film department, and was appointed to his present position in 1950.

SMPTE Activities

(*Continued from page 9*)

took place, at the semiannual meetings of t Society.

By 1930, when contributions by enginee to the industry had been made more dr matically apparent by the introduction sound, the Society had expanded to such extent that it was decided henceforth to pu lish a monthly *Journal* which would gi greater scope than the *Transactions* for achie ing the Society's aims. Carrying on the trad tion of the *Transactions* in crisper format, a bringing its story regularly to the rapidly gro ing membership, this publication earned t respect of serious workers in the industry a became one of the honored technical journa of the world.

World-wide Membership

With the growth of the industry over t years the Society has grown, too. The gro of 25 original founders swelled to several hu dred in the twenties. By World War II mer bership had reached about 1,300. Since 19 it has shot up at an impressive rate until t day the Society has some 5,500 members. addition more than 1,200 individuals and ins tutions subscribe to the *Journal*. Not all a in the United States. Around 1,200 membe and subscribers are to be found in more th 50 countries outside the United States.

In 1949 it was decided that the Socie should change its name to recognize an already accomplished fact, that television eng neers had come to represent a fair share the total membership. The cover of the Ja uary, 1950, issue of the *Journal* bore the ne name of the organization, the Society of M tion Picture and Television Engineers.

Principles Unchanged

Although the scope of its activities has e panded considerably since 1916, the Socie still follows the same high principles and air established by its founders.

Since the war years, naturally, television h come to play an increasingly important part the Society's activities. With this, the 79 semi-annual convention of SMPTE, half of t 20 technical sessions are being devoted e clusively to television subjects.

The current convention, too, is notable f an extensive exhibit of new products a equipment, some of it being exhibited for t first time. More than 35 such exhibits are be found in the Penn Top area of the Statl Hotel.

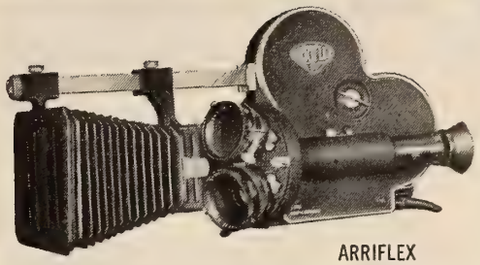
SMPTE GOVERNORS AND SECTION CHAIRMEN

Governors for 1956-1957: Frank N. Gillette, Lorin D. Grignon, Ralph E. Lovell, Garland C. Misener, Richard O. Painter, Reid H. Ray.

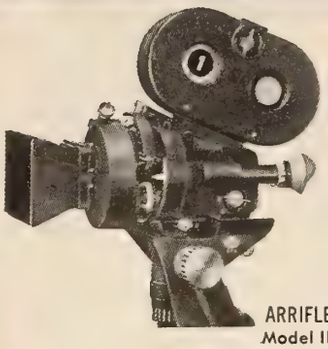
For 1955-'56: Gordon A. Chambers, John W. Duvall, Lloyd T. Goldsmith, George Lewin, W. Wallace Lozier, Malcolm G. Townsley.

For 1956: George H. Gordon, Kenneth M. Mason, Edwin M. Templin.

Section chairmen are: Ben Akerman, Leo Diner, Ernest D. Gaw, A. C. Robertson.

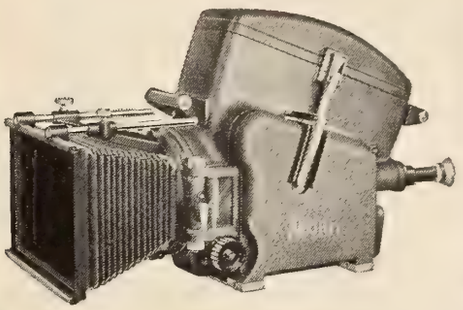


ARRIFLEX
16mm Mirror Reflex Camera



ARRIFLEX
Model IIA
35mm Mirror Reflex Camera

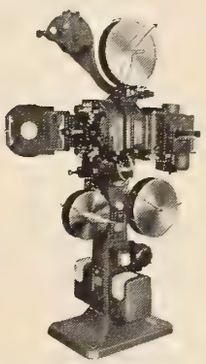
the ARRI® story



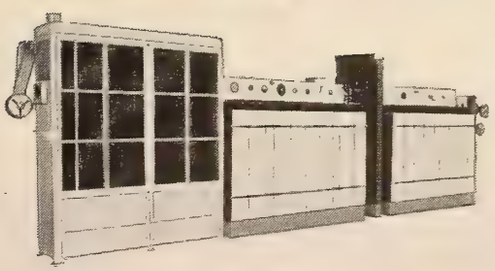
Sound Blimp
for Arri 35mm Camera

MORE THAN 35 YEARS DEVOTED TO THE DEVELOPMENT AND MANUFACTURE OF FINE MOTION PICTURE EQUIPMENT FOR FILMING, PROCESSING AND PRINTING.

Since the formation of the company in 1919, the name Arnold & Richter has been identified with the finest equipment in the field. Through progress engineering, ARRI technicians have pioneered many advances in movie technique. Today, ARRI Equipment is used the world over—by noted cameramen, in leading laboratories—wherever important films are in the making.



Contact and Optical Printers
16mm & 35mm—sound & silent
color and black-and-white



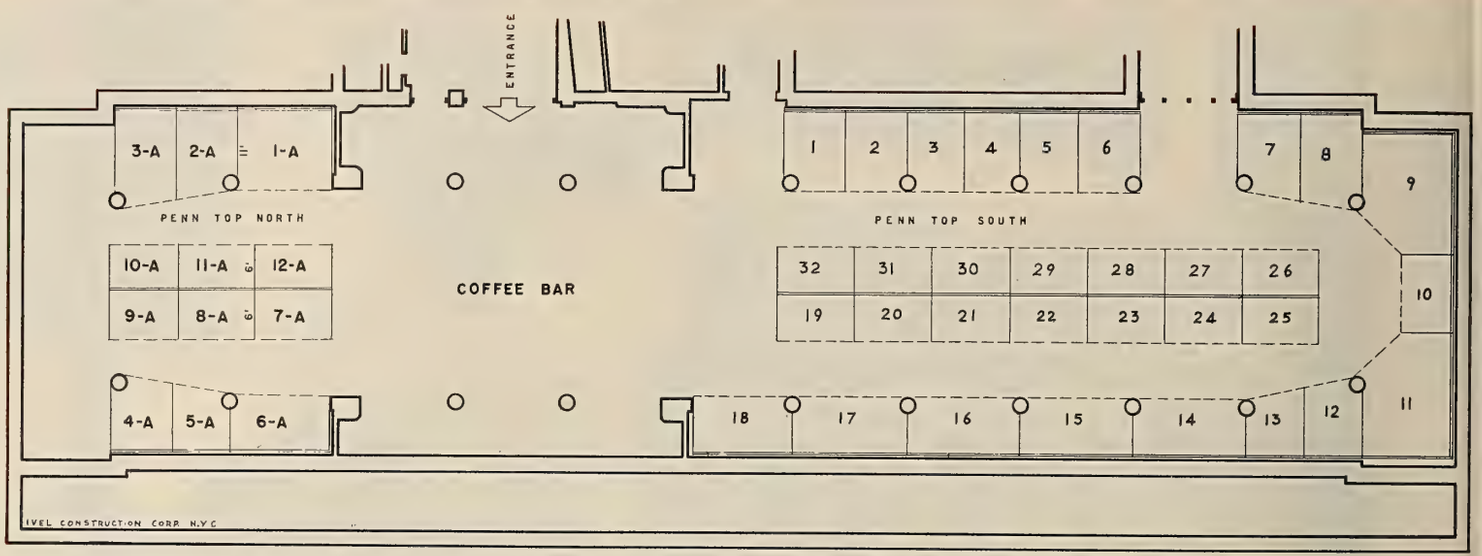
Film Processing Machines
16mm & 35mm—color and black-and-white

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See the KLING-ARRI Exhibit, Booths 31 & 32 at the SMPTE Convention

SMPTE CONVENTION EQUIPMENT EXHIBI



A feature of the 79th convention of the Society of Motion Picture and Television Engineers at the Hotel Statler in New York, is an exhibit of motion picture and television equipment in the north and south sections of the Penn Top, adjoining the session room on that floor. Displays of manufacturers listed below may be located by booth number in the diagram of the exhibit area above. In this area coffee is served free as a service of RCA. There is also a special display of early equipment by the Motion Picture Historical Society, under the direction of Irving Browning.

Company and Representative	Booth No.
Akeley Camera & Instrument Corp., H. T. McGovern	7A
Andre Debrie of America, Inc., Edgar M. Burlin	9
Animation Equipment Corp., A. K. Livingston	1A
Audio Instrument Co., Inc., C. J. LeBel	28
Bell & Howell Co., J. L. Wassell	5A & 6A
Byron, Inc., Ray Mahan	7
Camera Equipment Co., Eugene H. Levy	6
Camera Mart, Inc., Samuel Hyman	23
Capital Film Laboratories, Inc., James A. Barker	12A
Cinekad Engineering Co., Max Wollman	27
Fairchild Camera & Instrument Corp., John H. Waddell	15
Florman & Babb, Arthur Florman	26
General Precision Laboratory, Inc., A. F. Brundage	11
Hanimex (U.S.A.) Inc., Jack Carroll	29
Harwald Co., Inc., Robert Menary	8
Hollywood Film Co., Harry Teitelbaum	13 & 14
Houston Fearless, A. J. Kjontvedt	17
Kling Photo Corp., Paul Klingenstein	31 & 32
Motion Picture Printing Equipment Co., Henry Neuman	22
Neumade Products Corp., Oscar Neu	25
Peerless Film Processing Corp., Raoul J. Menendez	3
Precision Laboratories, Irwin R. Sheldon	30
Prestoseal Mfg. Corp., Leonard A. Herzig	21
Radio Corp. of America, Harold Rusten	1 & 2
Rangertone Corp.	11A
Reeves Soundcraft Corp., Thomas J. Dempsey	16
S.O.S. Cinema Supply Corp., Dominick J. Capano	19 & 20
Strong Electric Corp., Arthur J. Hatch	12
W. M. Welch Mfg. Co., R. C. Hoffman	24
Westrex Corp., E. A. Dickens	18
Zoomar, Inc., W. Steuer	10

■ ■ ■

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SMPTE Sets Conventions Through 1966

The next convention of the Society of Motion Picture and Television Engineers will be the 80th. It will be held Oct. 7-12, 1956, at the Ambassador Hotel, Los Angeles. The Society has set dates and places for the semi-annual conventions for the ensuing 10 years, as follows:

1957—April 28-May 3, Shoreham Hotel, Washington, D. C.; Oct. 4-9, Hotel Sheraton, Philadelphia; 1958—April 20-26, Ambassador Hotel, Los Angeles; Oct. 19-24, Sheraton-Cadillac, Detroit. 1959—May 3-8, The Fontainbleau, Miami Beach; Oct. 5-10, Hotel Statler, New York. 1960—spring convention, Los Angeles; fall convention, Washington, D. C.

Also, 1961—spring convention, New York; fall, Chicago. 1962—spring convention, Los Angeles; fall, open. 1963—spring convention, Washington, D. C.; fall, New York. 1964—spring convention, Chicago; fall, Los Angeles. 1965—spring convention, New York; fall, open. 1966—spring convention, Washington, D. C.

The fall convention in 1966 will be SMPTE's 100th semi-annual gathering. It is scheduled to be held in Los Angeles.

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FRAYNE TO PRESENT FAME AWARD TO 20th-FOX WEDNESDA

Dr. John G. Frayne, president of the Society of Motion Picture and Television Engineers, will present the 1956 FAME Achievement Award to representatives of 20th Century-Fox at the opening of the Wednesday afternoon session of the Society's 79th semi-annual convention at the Hotel Statler, New York. The FAME Award is in recognition of the work of the 20th-Fox research and technical staff in developing CinemaScope 55.

Among those who will represent 20th Century-Fox at the presentation is Earl I. Sponable, technical director of the company, who was president of SMPTE from 1948-1950. Others from the company's technical staff expected to attend are Herbert Bragg, Lorin Grignon and Sol Halprin.

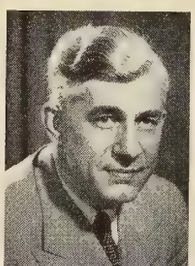
The Award, pictured at right, cites the "notable contribution to the art and industry of motion pictures by the development of the 55mm CinemaScope technique for the enhancement of the entertainment power of the screen."



At Get-Together Luncheon

Head of Canadian Film Board to Address SMPTE Meeting Today

Albert William Trueman, Government Film Commissioner and chairman of the National Film Board of Canada, will be the guest speaker at the get-together luncheon of the 79th semi-annual convention of the Society of Motion Picture and Television Engineers in the Ballroom of the Hotel Statler here today.


A. W. Trueman

Dr. Trueman assumed the chairmanship of the Film Board in July, 1953. For three years prior to that he had served as a member of the N.F.B.'s board of governors and as a member of the board of governors of the Canadian Broadcasting Corporation.

An able educator as well as administrator, Dr. Trueman's experience in this area includes a three-year term, from 1942-1945 as superintendent of the Saint John, New Brunswick, city school system, followed by appointment to the presidency of the University of Manitoba in 1945 and of the U. of New Brunswick in 1948.

Dr. Trueman, who is 54, received his early education at Colchester Academy, Truro, Nova Scotia, and graduated from Mount Allison University, Sackville, New Brunswick in 1927. He served a term as headmaster of the academic department, Stanstead Wesleyan College, Stanstead, Quebec, and took his master of arts degree at Oxford, England. In 1931 he joined the English department of Mount Allison and later became department head at the universit

He holds the degree of doctor o laws from the universities of Man toba and New Brunswick, and tha of doctor of letters from Mour Allison and St. Francis Xavier. H is a fellow of the Royal Society o Arts in Britain, a member of th Institute of International Affair and of Champlain Society, Toront

High Attendance Seen For 79th Convention

Well over 1,000 convention visito are expected here this week f SMPTE's 79th semi-annual conve tion at the Hotel Statler. Indicatio are it will be one of the best attende in the Society's history.

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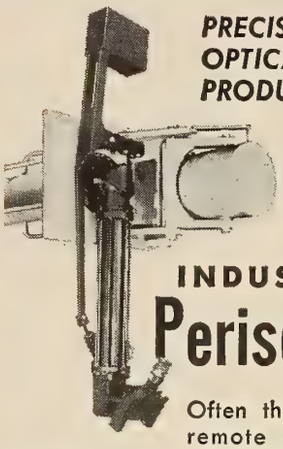
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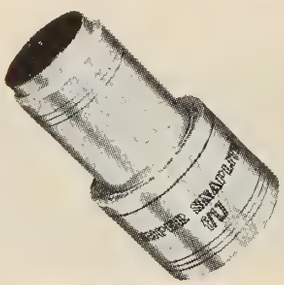
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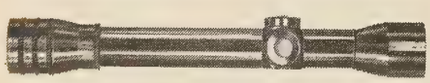
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In the THEATRE EQUIPMENT WORLD . . . .

with RAY GALLO

WE'D like to start out this column by welcoming all the delegates to the 79th convention of the SMPTE now underway at the Hotel Statler. And we'd like to remind them that they can see a demonstration of the Todd-AO system at the Rivoli theatre tomorrow morning at 9:30 and also inspect the projection booth. Sue Grotta, head of public relations for the SMPTE, will be at the theatre to greet you at a registration desk. Also, don't forget to stop by the RCA Coffee Shop, located in the center of the exhibit area at the Statler, where representatives of RCA will be on hand with coffee and refreshments.

•

At right is a new anamorphic lens for 16mm projection, announced by the Projection Optics Company of Rochester, N. Y. Called the "Hilux 16 anamorphic lens," it is a combination anamorphic-prime lens equipped with a variable focusing mount. Thus it is a complete unit in itself. The lens is contained in an aluminum housing. It is available in focal lengths of 2 inches and over. The manufacturer states that it is easily interchangeable for various makes of projectors.



•

Oscar F. Neu, president of Neumade Products Corp., New York, and William C. DeVry, president of Paromel Electronics Corp., Chicago, left New York last week on the "Queen Mary" for an extended European business trip. They are interested in expanding the overseas market for theatre equipment and plan to renew contacts with dealer representatives in that area. Countries they will visit include England, Belgium, Holland, France, Germany, Switzerland, Italy, Spain and Portugal. They plan to return to New York in mid-June.

•

S. O. S. Cinema Supply Corp., New York, has a new hydraulic camera crane dubbed the "Giraffe," because of its resemblance to the long, flexible neck of that animal. It has an aerial platform which will support a load up to 450 pounds. This holds a cameraman, his equipment and even an assistant for making shots from high angles.

•

Black-light effects can be used in television by coloring objects with luminescent paints and illuminating them with intense ultra-violet light and using a Wratten 2-B filter over the television camera, according to the Stroblite Company, New York. Only the objects so painted will be seen on the television screen. Stroblite green ultra-violet color will give the best reception, it is said, followed by pink and blue. For ultra-violet illumination it is recommended that 100-watt ultra-violet projector lamps be used—or, for larger areas, 250-watt ultra-violet reflector lamps.

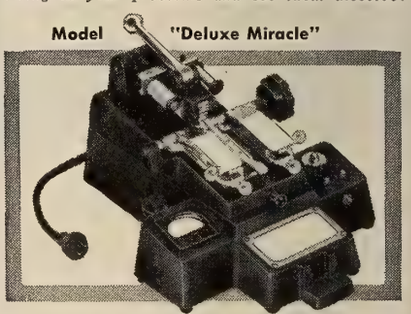


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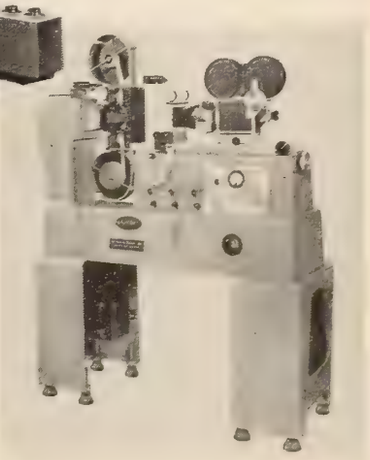
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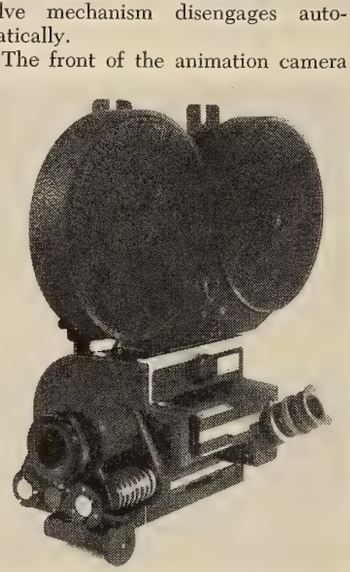
Combo 35mm.–16mm. Process Camera Ready

A combination 35mm-16mm process camera for animation and optical printing has been announced by The Animation Equipment Corp., New Rochelle, N. Y. It can be changed from 35mm to 16mm merely by changing the lens, movement shuttle, sprocket assembly and magazine. The camera can be supplied initially for use with either 35mm or 16mm, and accessories for the other film size can be acquired later.

The camera has a shuttle-type movement with fixed pilot pin registration, a rack-over mechanism for animation work, a socket drive to accommodate portable and stationary stop-motion motors, and a hand-dissolve mechanism on the front of the camera with a linear scale calibrated in 16 frames and 24 frames for cross-dissolve (DX). The shutter may be set and locked at a designated opening such as ¼ shutter, ½ shutter, etc. The shutter opening is 170 degrees.

An automatic dissolve is operated through a dial selector and has a range from 8 to 80 frames. A two-position switch controls and indicates shutter position as to DX-in or DX-out. Camera dissolve action is started by a control button located on the control panel. When the correct number of frames are exposed, the dissolve mechanism disengages automatically.

The front of the animation camera



is built to receive 35mm or 16mm Oxberry lens mounts. There are two available, one for hand focusing that is calibrated in feet and inches. The other is for automatic follow focus. It is a spring-loaded no-play mechanism, ball-bearing mounted with a straight-line in and out movement for maintaining the optical center.

On the rack-over camera for 35mm film, a 47mm focal length lens is used. A 25mm focal length lens is employed for 16mm film. On the rack-over camera, the shortest back focus of any lens cannot exceed 17/32 in.

Aperture Provided

A standard silent film aperture is provided. A new feature permits it to be changed with other size apertures such as film strip, sound-on-left and sound-on-right.

The entire cam shaft is cut from one piece of steel. There are three cams to activate the shuttle, one coming into play when the 35mm shuttle is inserted, another when the 16mm shuttle is used. A barrel cam operates the pressure plate on both of the shuttles.

Two rack-over systems are provided. One is operated by a lever which activates a no-shock movement that positions the view-finder directly over the lens. The other is controlled by an indexing knob which accurately shifts the camera to the correct location for sound on left or right and for exact center for film strip. The reason for this, the manufacturer explains, is that the camera goes forward for live action direction in work with puppets and miniatures, whereas it operates in reverse for animation.

A rack-over viewfinder faces the operator when the camera is on the animation stand, with the optical system rectifying the subject so the image is erected and copy may be read from left to right.

Reticle Mountings

All reticles are mounted in ground steel dove-tail plates having ground glass aligned to match the film registration pins. Reticles are interchangeable and are available on clear glass for projection of light. The reticle gauge for viewing alignment and focus gauge plate may be used as a visual

(*Continued on page* 21)

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Technical information cheerfully supplied by our staff at Exhibit #10, from April 30th through May 4th.

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Debrie Shows Latest Models

Debrie will show the latest models of its developing machines D.U.C., during the SMPTE convention at the Hotel Statler.

The latest model of the Aiglonne, a self threading developing machine for ultra high daylight processing, in three models, 16, 35 and 70mm, will be shown.

Also, the 1956 model Matipo additive color printer for 35 and 16mm size film will be on exhibit. Separation negatives and positives and super-imposed negatives can also easily be printed by this model. It is equipped with a new high intensity light source.

The latest types of optical printers for color films, to print from 35 to 16mm, 16 to 35mm, 35 to 35mm, and 16 to 16mm, will also be on display. These machines can also be used for direct contact printing.

Senate OK's Bill for Duty-Free Exhibits

From THE DAILY Bureau

WASHINGTON, April 29. — The Senate has passed and sent to the White House bills to permit duty-free importation of articles to be exhibited at the International Theatre Equipment Trade Show to be held in New York this fall, and at the International Photographic Exposition to be held in Washington next spring.

New Camera

(*Continued from page* 20)

center or squareness of developed negative stock. By holding the reticle gauge over any light source, a film that is mounted on pins may be checked visually.

Sprocket assemblies are installed or removed by manipulating two knurled thumb screws. A two-speed spindle transmits motive power to the sprocket assembly and proper engagement for either film size is accomplished automatically.

Work Accommodations

Certain work can be accommodated when a special cutout back pressure plate is installed. A light may be inserted for projection. For long rotascope work, there is an assembly that has a light between two sprockets. For super critical lineup work, a plug at the rear of the camera is removed, sprocket assembly is removed, to permit the operator to sight straight through the shuttle and lens.

For optical printer installations, the camera is essentially the same except that it is not the rack-over type. The superimposure device is mounted in front of the shuttle for reflex viewing through the photographic lens on the printer.

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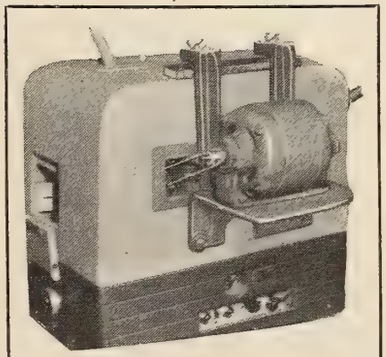
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Meet Opens

Films and TV, Early Topic Of Convention

Technical sessions of the SMPTE's 79th semi-annual convention get underway this morning at 9:30 with the presentation of papers on film laboratory practices and equipment. Sessions will continue through Friday afternoon in the Skytop Room of the Statler, the Moderne Room of the Belmont-Plaza, Fine Sound Studios, the Rivoli Theatre, the DuMont Telecenter and the NBC Colonial Studio.

A major item on today's agenda is the traditional get-together luncheon to be held at 12:30 P.M. in the Statler Ballroom. Dr. John G. Frayne, president of the Society, will preside and will speak on "Motion Pictures and TV—Inseparable Media." He will introduce the guest speaker, Dr. Albert W. Trueman, Canadian Film Commissioner and chairman of the National Film Board of Canada. Dr. Trueman, who is well known in film circles as both an administrator and educator, will discuss "The Documentary Film—Communicating Experience."

Mielziner to Speak

On Wednesday Jo Mielziner, known throughout the world for his unusual and creative stage designs, will address a special luncheon for television studio lighting technicians at the Belmont-Plaza. Mielziner will speak on "Living Light."

An extensive exhibit, featuring new developments in film laboratory, sound, television, motion picture production, high-speed photography and animation equipment, will be open this afternoon and throughout the week to all convention registrants. Many items designed to improve quality and reduce costs will be displayed in more than 35 exhibits.

Equipment Exhibit

In addition, an exhibit of early motion picture equipment will be displayed by Irving Browning, founder and president of the Society of Cinema Collectors and Historians. This exhibit will include the Mutoscope, a 1910 vintage vending machine which shows a movie of Charlie Chaplin; Gaumont, Pathe, Selig and Prestwich cameras; a Moy camera designed for a two color process; and other rare items.

Strong Shows New Products

An arc slide projector for rear projection of backgrounds in TV and motion picture studios, and a projection arc lamp which has been designed for wide-film projection, will feature the exhibit of the Strong Electric Corporation at the SMPTE convention here this week.

The arc slide projector has been designed particularly for the projection of 4" x 5" color slides with the required brightness of 200-foot candles at an eight-foot screen with a projection distance of approximately 10 feet. It may also be used to project 3¼" x 4" slides, and black and white slides.

The versatile projection arc lamp has been designed to project a spot at the aperture which is of the correct size to meet the requirements of 55 mm, 65 mm, etc. film widths. It is equipped to burn 13.6 mm carbons, and embodies a higher magnification mirror, a larger opening in the nose which will pass the wider beams of light to the aperture, and a large-size dowser. The only material change required to use the lamp for 35 mm projection is the quick insertion of a lower magnification mirror.

The equipment will be exhibited in Booth 12. Arthur Hatch and Russel Ayling, Strong engineers, will be in charge.



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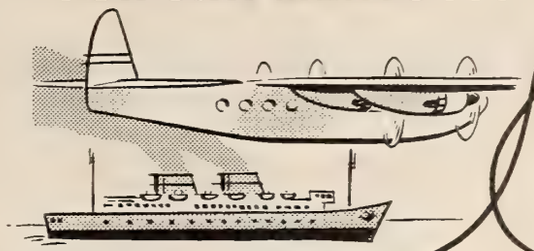
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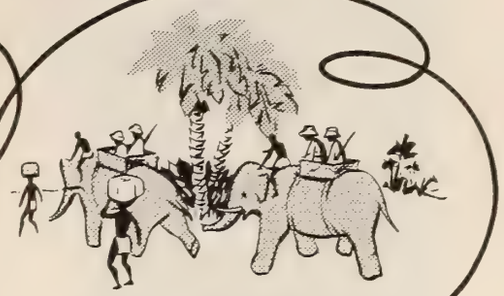
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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

TV City, Again

▶ Talk of a Television City for New York made the news again last week. This time it was Abe Stark, president of the New York City Council, who was doing the talking. Speaking before the annual dinner of the Industrial Designers' Institute, Mr. Stark urged the creation of a 22-acre Television City on the west side of Manhattan, through the application of Title I of the National Housing Law. This, he said, would permit public acquisition of land and subsequent resale to a private developer at a considerable saving. "The same unsolved dilemmas which caused the motion picture industry to be lost to our city 30 years ago now threaten New York's leadership as the television capital of the world," he added, reporting that one major network has estimated it could effectuate a saving of $2,000,000 a year by combining its New York City TV operations under one roof. (At the present time CBS uses 19 different studios and NBC 16.) So far, however, New York's Television City remains just talk, and each day more of the industry heads west.

Empire-Building

▶ In the good old days they called it empire-building; now, however, that phrase has fallen into ill repute and the socially acceptable term is diversification of interests, which is what the Crowell-Collier Publishing Company is saying. Last week, the day after it announced the acquisition of KULA and KULA-TV, Honolulu, the company revealed that it was acquiring three TV and four radio stations in the middle west from Consolidated Television and Radio Broadcasters, Inc., "for a consideration of approximately $16,000,000." Thus in two days the company suddenly finds itself in business with a total of five radio and four TV stations. The former Consolidated outlets are WCTN, WCTN-TV, Minneapolis; WFBM, WFBM-TV, Indianapolis; WOOD, WOOD-TV, Grand Rapids, and WFDF, Detroit. Crowell-Collier adds that it is negotiating for additional radio-TV facilities, to bring the company's holdings to the FCC-prescribed limit of seven TV and seven radio stations, as well as the purchase of a "profitable newspaper" and an additional magazine property.

Kaiser Steps In

▶ The withdrawal of Pontiac from sponsorship of NBC-TV's Playwrights '56, voted the best new dramatic series in this year's *Television Today* poll of television editors and critics, will not, after all, leave a gaping hole in the line-up of top, live drama series. Last week the network confirmed the report that Kaiser Aluminum and Chemical Corporation will sponsor another live drama series which goes into the Playwrights Tuesday night time spot beginning July 3. It is expected that Fred Coe, producer of the Pontiac series, will continue in the same capacity with the Kaiser show, which will alternate every other week with the Armstrong Circle Theatre. The Kaiser-NBC contract, which covers a 52-week period, marks Kaiser's first use of television on a national scale.

Setting the Schedule

▶ NBC-TV continues to firm up its Fall schedule. The Chevrolet Dealers of America have signed up for a series of 20 variety shows on alternating Tuesday nights starting September 18. Dinah Shor will star in eight and Bob Hope six, with the possibility that each will do additional shows. Also definitely decided by the network is that Steve Allen will head NBC's reconstituted Sunday night Comedy Hour to fight CBS-TV's Ed Sullivan. Called appropriately "The Steve Allen Show," the new series, says the network, "will be basically a comedy series with top guest artists from all fields of entertainment." Does it sound familiar? No starting date has been announced. NBC, says Mr. Allen, will continue to handle his chores on Tonight, but probably on a gradually diminishing scale. The network obviously has not taken the critics' advice and simply dropped its Sunday night comedy idea altogether. Paraphrasing a line in "Teahouse of the August Moon," they're out to make us laugh even if it kills us.

Ending Friendship

▶ Arthur Godfrey and His Friends (CBS-TV, Wednesdays) will be calling it quits after the broadcast of July 25. The official network announcement cites the "increasing pressure of maintaining his current schedule," and says nothing at all about that ubiquitous cartoonist and *his* friends (ABC-TV, Wednesdays).

Another for TPA

▶ Television Programs of America seems to be showing a particular affinity for the literary work of *The Saturday Evening Post*, from whose pages emerged TPA's currently shooting "Tugboat Annie." The company last week announced the acquisition of "Mr. Digby," Douglass Welch's series about a news photographer, and has a tentative agreement with screen veteran William Demarest to star

(*Continued on page 28, col. 1*)

TV—FULL CYCLE

DETROIT: Vic Hurwitz, WWJ-TV producer, left the studio the other night after directing "Traffic Court," dealing with real situations. He came back in to report his car stolen. Police called his home later to report the car found in the hands of two who had escaped from juvenile detention home. Next day he was handed a car theft script from juvenile court. The officer cast was the one who arrested the youths in the Hurwitz car theft. Said Hurwitz: "Glad I'm not doing 'Medic.'"

In Our View

THIS observer has made the point a time or two before that the stimulation of public interest in the *idea* of seeking entertainment, almost regardless of the form, is of essential benefit to all entertainment media. Now we have what in effect is corroboration from a source of importance and significance, Thomas F. O'Neil, board chairman and president of RKO Teleradio, and board chairman of RKO Radio Pictures.

In a recent address before the Poor Richard Club in Philadelphia, when he accepted that organization's annual award, he used as his theme, "Technology: the New Creative Force in Entertainment," and expressed confidence in the vitality of *all* entertainment media. He said at one point: "I think we can prove that the success of one medium tends to stimulate the efforts of another, tends to make all media stronger and better —and all to the advantage of the public." Mr. O'Neil, of course, is in an uniquely advantageous position to view objectively the over-all entertainment picture, since his operations embrace motion pictures, television, radio, records. He remarked: " . . . this healthy cross-fertilization will tend to keep each group alert, flexible and lively."

The entertainment executive cited also the increase in the leisure time enjoyed in modern American society by the average person, and that too without question makes it possible for more and more diversified types of entertainment offerings to share in that increased leisure. The basic fact of importance in this connection is that there is less conflict between the two major media than would appear on the surface. Actually, in a very real sense, they help each other—whether they realize it or not.

—Charles S. Aaronson

Passing in Review

TELEVISION EXPLORED AFRICA on several levels last week, the most successful being that of CBS-TV's See It Now (see below) Monday evening. The same evening, and overlapping the See It Now by a half-hour, was a more conventional, tom-tom scored drama, "The Baobab Tree," presented by Robert Montgomery on NBC-TV and telling a matinee tale of a beautiful shrew. Martha Scott and Elizabeth Montgomery were effective in central roles, but the only plot situation dramatist Doria Folliott overlooked was Tondeleyo. Marlin Perkins and his Zoo Parade (CBS-TV, Sunday, April 22) provided another delightful half-hour filmed record of last summer's eventful safari.

Politics reared its sometimes unphotogenic head to dominate much of the special events of the week. Among those appearing were President Eisenhower, Senator Alban Barkley, Adlai Stevenson and Senator Lyndon Johnson. Much prettier and vastly more amusing was CBS-TV half-hour film on the Kelly-Grimaldi nuptials, Saturday, April 21. NBC-TV's wake-up and drop-asleep shows, Today and Tonight, were roaming the country at large, respectively, in the Ohio River valley and Texas. Today's river pickups were especially good. WABD provided the New York area with its one important new show of the week, Sports Night, a three-hour kaleidoscope of film, fact and live-action, presided over each Wednesday night by Tom Moore. The opening show was a bit of a grab-bag, but may be just what the fans would order.

Elsewhere in the week, and in greater detail:

SEE IT NOW: "Report from Africa, Part I." CBS-TV, 1 Hour, 10 P.M., EST, Monday, April 23, 1956. Film. For Shulton, Inc.

There is more or less constant reaffirmation of the fact that the team of Edward R. Murrow and Fred W. Friendly is perhaps the foremost aggregation in the TV documentary or news report league, with an amazingly high batting average. This latest of their efforts further proves the point. Out of the many factors which make up what was once clichéd as "The Dark Continent," the team of experts has weeded a penetrating, beneath-the-surface examination of a troublesome area of the world. Wisely, the subject has been divided into two parts, the first devoted to a report on several of the African nations, the second scheduled for May 17. The skillful camera coverage was in the hands of William McClure, while the interviews with the African leaders were conducted by Alexander Kendrick. Covered in this first part were the Gold Coast, Liberia, Belgian Congo, Kenya, Rhodesia and South Africa, each with its own internal problems, ranging from the Mau Mau scourge in Kenya to the fearful segregation problem in South Africa. In each instance there is a fine objectivity which lends credence and honesty to the presentation, and there is unusual importance attaching to the subject by reason of the televised interviews with the continent's leaders. This again is television—documentary style—at its best.

U. S. STEEL HOUR: "Noon on Doomsday," CBS-TV, 1 Hour, 10 P.M., EST, Wednesday, April 25, 1956. Live, from New York. For U. S. Steel.

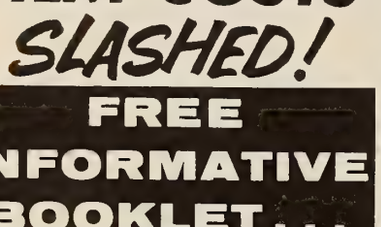
It must have been an off-day when Rod Serling, one of television's most prolific and financially successful dramatists, dictated this well-meaning but lugubriously over-stated drama of social injustice in a small New England town. The central situation was valid and interesting: the acquittal, by a jury of his fellow townfolk of a drunken bully for the murder of an immigrant shopkeeper after outside pressure had demanded the death penalty. In attempting to dramatize it, however, Mr. Serling was required to manipulate his stereotyped characters and keep them talking in the kind of abstract dialogue that went out of vogue in the late '30s. As a consequence the only human interest that came across was the individual appeal of the various performers, and that only occasionally when the drama got down to a personal level. Everett Sloane, Philip Abbott and Albert Salmi came across quite honestly, while Jack Warden and Lois Smith were burdened by some unusually tedious paragraphs of rhetoric. Daniel Petrie directed.

GOODYEAR PLAYHOUSE: "Career Girl," NBC-TV, 1 Hour, 9 P.M., EST, Sunday, April 22, 1956. Live, from New York. For Goodyear Tire & Rubber Company.

Jerome Ross, whose recent "Doll Face" was a successful, slightly grotesque portrait of an aging beauty contest winner, here has written a full-scale horror story, although it doesn't contain one murder, nothing approaching mayhem and not even more than one or two scenes in which the principals raise their voices. Nevertheless "Career Girl" (despite its innocuous title) is as frightening as most whodunits—a taut and exciting picture of the evolution of a witch, in actual fact a businesswoman. Although limited by time, Mr. Ross was able to suggest all sorts of Freudian complications as he told of the rise of Betsy Palmer, a young, pretty copy writer, in the hierarchy of a department store chain. Miss Palmer's ambition functioned almost involuntarily as she rose in the chain of command, eventually to be chosen as the wife of the lady executive's weak-willed son. The irony, of course, was that the girl was treading in exactly the same steps as her future mother-in-law who had earlier destroyed her own misfit husband in her rise to power. Mr. Ross' drama, no female "Patterns," basically is a complex character study, personal and poignant. The performers were top-notch, starting with Miss Palmer and including Gene Lyons, her unfortunate victim-lover; Jesse Royce Landis, her future mother-in-law, and Larry Gates, as the latter's alcoholic husband. Sidney Lumet directed and Herbert Brodkin produced.

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Who's Where

Last week these changes:

J. ENGLISH SMITH has been named director of national programming, western division, for ABC-TV, and **THOMAS M. LUFKIN** to the newly created post of program manager, western division, by **EARL J. HUDSON**, vice-president in charge of the western division of American Broadcasting Company. The two will report to **ROBERT F. LEWINE**, vice-president in charge of programming and talent of the ABC-TV network.

EDGAR J. SCHERICK has joined the CBS-TV network sales department as a sports specialist, it is announced by **WILLIAM H. HYLAN**, CBS-TV vice-president in charge of network sales. In the newly-created post, Mr. Scherick will have charge of the sale of all sports programs carried on the CBS-TV network.

ALLEN BLACK has been named television production director of Franklin Bruck Advertising Corporation, New York, the company announces. Mr. Black was formerly with the C. J. LaRoche agency in charge of TV film production.

EDWARD GROSSMAN has been appointed comptroller of the Cinema-Vue Corp. of New York City, it is announced by **JOSEPH P. SMITH**, president of Cinema-Vue, a packager and distributor of films for television. Mr. Grossman was formerly comptroller of Guild Films, TV film distributors.

JOHN S. KIRK has joined the WABC-TV sales staff as an account executive and will head a special sales unit servicing political accounts for the ABC flagship station, it is announced by **ROBERT L. STONE**, general manager. Mr. Kirk formerly was an account executive and a vice-president of Hilton and Riggio, Inc.

DAVID W. TEBET will join the NBC-TV network May 1 as a general programming executive, it is announced by **NAT WOLFF**, executive of the NBC-TV Network.

JOHN J. CURRAN has been named director of advertising and publicity for WNHC radio-TV, it is announced by **ALDO DEDOMINICIS**, general manager of Elm City Broadcasting Corp., New Haven, whose TV outlet is WNHC Channel 8. Mr. Curran succeeds **JAMES W. EVANS**, who left WNHC to become manager of Luotto Productions, a TV production and programming company.

A. E. COWAN has been named program director for WLW-TV, Cincinnati, it is announced by **AL BLAND**, vice-president and general program manager for Crosley Broadcasting Corporation. Mr. Cowan was formerly executive director at WCPO-TV.

HOPE SANSBERRY, who plays the role of the Colonel's Lady on **PHIL SILVERS'** show, has been added to the staff of William Tell Productions as consultant on women's programs, it is announced by **WILLIAM S. CLEMONS**, president.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington; J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Who'll Pay that Bill Is Big Community System Riddle

by VINCENT CANBY

IN SOME 300 remote or rugged ("fringe" or "white") areas of the United States last week, more than 1,250,000 people were sitting in front of television sets that were receiving signals by virtue of community antenna systems. The signals which made those viewers laugh, cry or perhaps yawn in each case had been picked up by a specially built antenna and either electronically boosted or wired into the individual homes. In none of these cases was the originating station, or the purveyor of the program that went out over that station's facilities, anything more than an unconscious partner in the operation. And therein is the rub.



PRO: Zalman H. Garfield speaks for Jerrold Electronics. With him, right, attorney E. Stratford Smith, and television consultant Dr. Alfred Goldsmith.

Last week in New York, the National Television Film Council at its monthly luncheon meeting provided one of the industry's first comprehensive forums on the burgeoning industry-within-an-industry. It was a lengthy, articulate discussion and while no particular decisions or attitudes were defined, it did throw some much needed light on the subject.



CON: Arche Mayers of Standard Television Corporation. With him, Charles H. G. Rees, of J. H. Whitney, investments, and Theodore Kupferman, Cinerama attorney.

The main guest speaker was Ted R. Kupferman, general attorney and vice-president of Cinerama Productions and, more importantly to the discussion, president of the Federal Bar Association of New York, New Jersey and Connecticut, as well as secretary of the Copyright Society of the United States.

Handling the pro and con arguments that followed were, respectively, Z. H. Garfield, of Jerrold Electronics, manufacturer of community antenna equipment as well as operator of a number of installations, and Arche A. Mayers, of Standard Television Corporation, television film distributor-syndicator.

The area of agreement between the pro and con camps: both are dedicated to extending television service. The area of disagreement: the pros consider that community antenna systems simply use that which already is in the air (the original TV signal) while the cons feel the system operators are "pirating" without license or fee a private, copyrighted operation.

Mr. Kupferman opened the discussion with a learned and (to the layman, anyway) fairly esoteric recapitulation of various court cases which apparently would have a bearing on the copyright aspects of the problem: the rebroadcasting by community antenna operators of programs picked out of the free air. It was his considered opinion that the originating TV station, or syndicator of a TV film, licensed to a TV station monitored by a community antenna system, would have a case for infringement of copyright if the station or syndicator had "proper" copyright protection.

Jerrold's Mr. Garfield and Standard TV's Mr. Mayers brought the discussion down to the hard and fast level of dollars and cents, euphemistically called business.

Said Mr. Garfield, addressing himself to the TV film men: "Stripped of its legal aspects, the problem is relatively simple. You want to get paid. We agree." In elaboration, however, it turned out that he agreed that the film men should get paid either by the station whose TV coverage is extended or by the community system itself should it originate a film show.

Community antenna systems, he continued, are primarily "reception services" which allow TV coverage where none previously could exist. "We have no right to alter, delete or change a signal" and in no case is this done. "You object," he continued, "because you sell your product on the basis of exposure (the audience reached)." He then advised the objectors that they can easily determine the audience reached by monitoring community systems and on the basis of these figures, the syndicator should bargain with the monitored station.

Turning to a more general level, Mr. Garfield said the importance of the community systems to the TV industry at large is not in the present, but in the future, when it will provide a great bulk of the viewing audience.

Mr. Mayers, however, was in no mood to join hands with Mr. Garfield to face a bright sunrise of future prosperity.

"Who pays who (sic)?" he asked truculently. TV film syndicators, he said, are being "robbed" by these systems which not even do not pay, but do not even have the courtesy to ask permission. Figuring hypothetically, he estimated that if 300 antenna systems each rebroadcast three feature films a day, which ordinarily would cost them $25 a piece, for 365 days a year, plus a certain number of half-hour film shows, it can be proved that syndicators are losing rentals of $10,000,000 a year.

(Earlier Mr. Garfield had asked cooperation on the ground that once the community systems got under way, they would eventually originate programs which would provide syndicators with a new and otherwise non-existent market worth $3,000,000 a year. So much for hypothesis.)

Mr. Mayers also declared that these community antenna systems often cause TV film syndicators unwittingly to breach contracts by which the syndicators license a property for showing in specified areas. The systems also, he said, make it difficult in areas when community and conventional television systems overlap. A sponsor will not buy a program if he already is getting free coverage.

This point was touched upon again by Ralph Cohn, president of Screen Gems, who spoke up from the audience at the conclusion of the prepared addresses. Mr. Cohn prefaced his remarks by saying he believed in the honesty of such community system operators as Jerrold, which thoroughly explored the various aspects of the legality of the systems before they entered the field. However, he said, it's often impossible to bargain with the monitored TV station, on the basis of its community system-increased coverage, because that station has "no interest in the increase coverage." Its local sponsors, more likely than not, do not have representation in the distant community system area.

In carefully measured terms, E. Stratford Smith, attorney for the National Community Television Association, sitting as a guest on the dais, summed up the legal and spiritual belief of the community antenna people. "We don't think we steal your property. The signals are in the air for the public, no matter how the public can receive them."

It had been said before, of course, and it will be said again, many times before the question is settled, if and when.



TV Today photos



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YARBROUGH, TWO-MEDIA DIRECTOR, FINDS ONE HAND WASHES THE OTHER

HOLLYWOOD: Director Jean Yarbrough says he's a better theatrical motion picture director because he's been directing television films, and a better television film director because he's directed (and still is directing) theatrical films.



Jean Yarbrough

His experience typifies that of the successful professional — director, producer, writer, actor, what have you?— whose devotion is to his art, rather than to either, or any, medium. Not all professionals on the theatrical motion picture side have found the television climate congenial to their talents. The reverse is even more broadly true.

Mr. Yarbrough last week completed directing "Yaqui Drums" for Allied Artists producer William F. Broidy, for whom he is to direct another theatrical motion picture in the near future. A short time ago he finished directing his 18th telefilm in the Sam Gallu "Navy Log" series seen on CBS-TV. Prior to these undertakings, it is well remembered, the Mariana, Arkansas, lad who started his motion picture career as property boy for Hal Roach in 1922 had directed a great number of widely diversified productions, many of them for Universal - International, and several of those in the difficult, exacting Abbott & Costello succession of smash box office hits. Drama, comedy, musical, adventure, historical — subjects that came under his attentive ministrations covered the whole topical range of entertainment. It was a great store of experience he brought to the direction of telefilms, and their ratings reflect it.

Mr. Yarbrough compares the requirements of the two media in something like this language: "When you're going to make a theatrical film, you spend weeks working and reworking the script, lining up your camera angles, scene by scene, rehearsing your principals, at least, and then you start shooting, with all controllable conditions strictly in your favor. In the telefilm field everything moves much too fast for all that. You just about get your subject and script firmly in mind before it's time to begin shooting, and so you begin. Fortunately, everybody you're working with is geared to swift movement, in contrast to film studio procedure.

Mr. Yarbrough says he by no means regards the theatrical film and the television film as different, opposed media, but rather as close kin, one with the other, and each with much to learn from and to teach the other. Together, he observes, they have brought to the entertainment professional a veritable Golden Age of opportunity.

—*WILLIAM R. WEAVER*



TV Today

ANNOUNCEMENT. It's Esther Williams and a surprise announcement. She and NBC will produce the Aqua Spectacle of 1957, in color, opening as a 90-minute TV spectacular, this Fall. Meanwhile, Miss Williams' show will have opened in London late July and will be, she promised, the world's largest. It will be wet-and-dry; that is, there will be action in and out of the water, especially dancing. The dancers will be from the ballet; it's easier to train dancers to swim, than vice to versa. It will have the largest portable pool ever, and more than 200 people. Miss Williams and her husband, Ben Gage, are seeking talent, like 12 six-foot girls, the most beautiful swimmers in Europe. With Miss Williams above is Thomas A. McAvity, NBC television network vice-president, who said the star also will appear in three other spectaculars and several guest chores. In the corner is the man who stage-managed the coffee-and-danish interview, Sid Eiges, NBC press vice-president.

The Show-Makers

Paul Whiteman *will star in his first NBC-TV series beginning Tuesday, June* 19. *The show, an all-music program, will feature an outstanding orchestra with a headliner in music as a guest each week. A weekly highlight will be the "Song of the Week" presented in a lavish production setting. The show will be sponsored by* ***Hazel Bishop*** *"Once-a-Day Cosmetics." Raymond Spector Co., Inc., is the agency.* ***Eli Broidy*** *is the packager, and* ***Marie Moser*** *is producer and stage director.*

Celeste Holm *stars in "The Empty Room Blues" on Climax! Thursday, May* 3 *on CBS-TV.* ***Allen Reisner*** *is director and* ***Edgar Peterson*** *produces.*

Susan Harrison *debuts on TV in "Can You Coffeepot on Skates?" on Star Tonight, Thursday, May* 3 *on ABC-TV.* ***Leo G. Carroll*** *will appear in support. The original story was adapted for television by its authors,* ***Nell O'Day*** *and* ***William Lawrence.*** *The cast includes* ***Nicholas Joy, Eleanor Wright*** *and* ***Claire Kiley.***

Nina Foch *stars for Studio One in "The Drop of a Hat" on Monday, May* 7 *on CBS-TV. Others in the cast are* ***Jayne Meadows, Leslie Abbott*** *and* ***George Voskovec.*** *Written by* ***Dick Berg,*** *it will be directed by* ***Franklin Schaffner.***

Bob Foster *and* ***Bill McCarthy*** *again will be the producer-directors of Medical Horizons, which will be under the supervision of* ***Dr. William T. Strauss*** *of CIBA, and with* ***Don Goddard*** *as narrator, when the J. Walter Thompson program resumes over ABC-TV in the Fall on a network of* 85 *stations. Time will be Sundays,* 4:30-5 *P.M., EDT, starting September* 9.

Ethel Merman *stars in her second dramatic television appearance in "Honest in the Rain" on The United States Steel Hour, Wednesday, May* 9 *on CBS-TV. The hour is produced by the Theatre Guild under the supervision of* ***Theresa Helburn, Lawrence Langner*** *and* ***Armina Marshall.***

Sam Levenson *takes over as host of CBS-TV's "Two for the Money" Saturday, June 23. He replaces* ***Herb Shriner,*** *who starts his vacation after the June 16 show.* ***Dr. Mason Gross*** *will continue to occupy the quiz moderator's chair.*

SPOTLIGHT

(*continued*)

in the series. Production is scheduled to get underway early next month, to make the fifth new TPA series in recent weeks. The others: "Annie," "Stage 7," "Hawkeye—Last of the Mohicans," "Captain Kidd," and "New York Confidential."

"Report from America"

▶ Americans generally can be thankful that there's at least one report going out from America these days that has nothing to do with juvenile delinquency or how bus drivers felt about the wedding in Monaco. This "Report from America" is the documentary series, produced and directed by London-born Don Cash, reporting on everyday life in the United States. The series has become one of the most widely praised series on the BBC and now the Voice of America reports it is translating the films into Polish, French, German, Italian and Spanish.

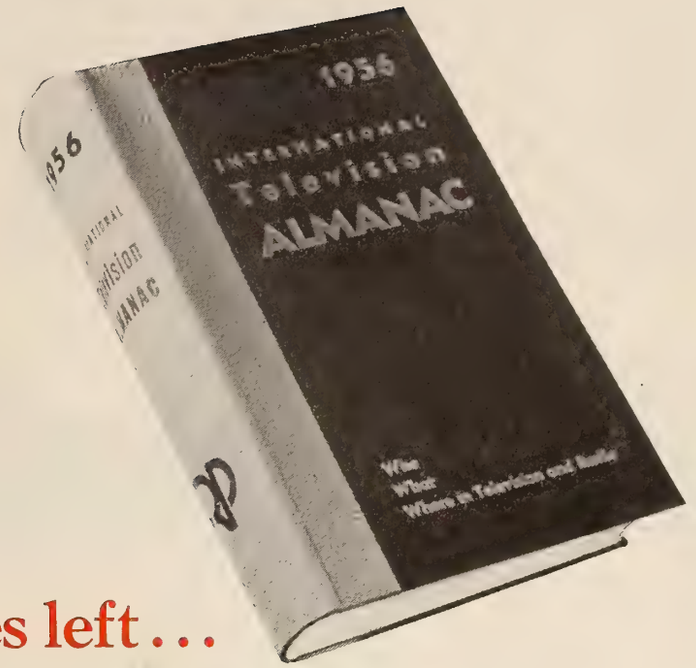
In Promotion of "X"

▶ An ambitious and novel local-level newspaper tie-in has been undertaken by Ziv for its Man Called X, and, if the newspapers bite, it could turn out to be one of the most effective promotions of the year. Briefly, Ziv is providing stations carrying the show with a special series of 20 newspaper columns by Ladislas Farargo, author and espionage specialist who acts as technical adviser for the series. The series will be placed on an exclusive basis—free, of course—with one newspaper in each "X" station area, of which there are 180 at the present time.

"Third Force" Reports

▶ The ABC Television network, which likes to describe itself as The Third Force, reports gross billings of $19,504,184 for the first 1956 quarter, more than its gross billings for all of 1952. It also marks an increase of $8,141,868 or 73.4 per cent over first quarter billings last year of $11,092,316. Dynamic force.

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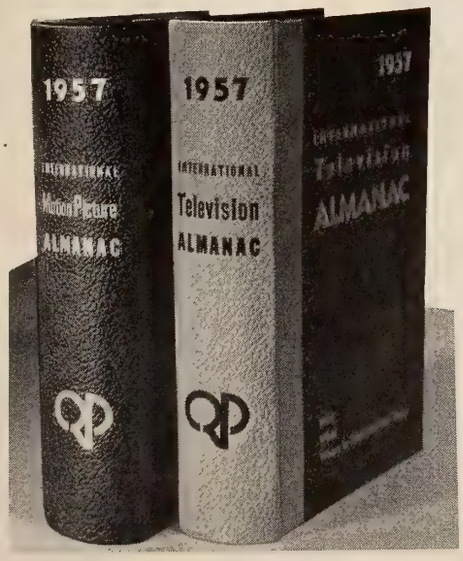
Now only a few copies left...

Months ahead of the expected date, only a small stock of Television Almanac remains available out of the extra quantity produced. . . .

(Motion Picture Almanac is completely sold out.)

ONE of the most gratifying things that can happen to a publisher is to see additional orders coming in *from people who have previously purchased the same edition of the same book.* It means that this book is in so much use that separate copies for other executives at the same companies are urgently desired.

It also became obvious that a further upsurge in orders from new subscribers in recent weeks resulted from examining copies in the possession of many of the thousands of subscribers who are finding the Almanacs to be an excellent investment. The most effective promoter of Almanac sales is a copy of the Almanac in the hands of a non-subscriber.



We regret that we are obliged to disappoint those whose orders we are unable to fill for Motion Picture Almanac.

With the additional quantity of 1956 Television Almanac now almost exhausted we suggest quick action from further new subscribers intending to order.

We now invite advance reservations for the *1957* edition of either or both Motion Picture Almanac and Television Almanac. The same prices will be in effect: $5 for either volume or $8.50 for the companion pair.

QUIGLEY PUBLICATIONS, 1270 Sixth Ave., New York 20, N. Y.

20th's Greetings to SMPTE

and 20th's Gratitude to FAME MAGAZINE



FOR CINEMASCOPE® 55

to be presented during the convention of the Society of Motion Picture and Television Engineers opening today at the Hotel Statler, New York



SOON
IN THE COMPLETE
GRANDEUR OF
CINEMASCOPE 55
DARRYL F. ZANUCK presents
RODGERS and
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The King and I
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THE WONDER
ENTERTAINMENT
OF THE WORLD!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 84 NEW YORK, U.S.A., TUESDAY, MAY 1, 1956 TEN CENTS

t SSBC

rio Selected o Represent istribution

eagan, Feldman and chimel Will Testify

From THE DAILY Bureau

WASHINGTON, April 30.—A committee of three, consisting of Charles agan of M-G-M and Charles Feldn and Adolph Schimel of Universal ctures, is scheduled to represent disbution in testimony before the nate Small Business sub-committee re on May 21, it was reported.

It had been indicated earlier that ere was some possibility of each les manager appearing before the BC to testify on industry trade actices, but since the testimony is

(*Continued on page 6*)

tanton Denies CBS las TV Monopoly

Sharp and emphatic exception has en taken by Frank Stanton, presint of Columbia Broadcasting Sysm, Inc., to charges by Sen. John W. icker (R., Ohio), who said that the levision industry has become a rivate monopoly" for two networks, hich have attained an "economic anglehold" on the medium.

Stanton, in a statement released re yesterday, in answer to Sen. icker's statement before the Senate terstate and Foreign Commerce ommittee, declared that "by no acpted standards does CBS have anying even approaching a monopoly

(*Continued on page 6*)

oviet Buys 3 Films rom Mexico Firms

Special to THE DAILY

EXICO CITY, April 30.—Three exican films have been purchased r an undisclosed price by Russia r viewing behind the Iron Curtain. Yuri N. Paporov, cultural attache the Soviet Embassy here, said one the films is "With Whom Do Our aughters Associate?" which is a curnt Mexican box-office hit.

79th Semi-Annual Convention Opens

Frayne Tells SMPTE Films and TV Are in Period of Cooperation

(Picture on Page 3)

Motion pictures and television have entered a period of active cooperation after 10 years of cold war, Dr. John G. Frayne, president of the Society of Motion Picture and Television Engineers, told a get-together luncheon in the ballroom of the Statler Hotel here yesterday as the organization's week-long 79th semi-annual convention opened.

A capacity audience at the luncheon also heard Dr. Albert W. Trueman, chairman of the National Film Board of Canada, discuss the role of the documentary film in helping to maintain the stability of a democratic society.

Frayne noted that while cooperation between motion pictures and television is quite recent on the commercial side, engineers for long have

(*Continued on page 3*)

Robert Savini Dies In Florida; Was 71; Funeral Tomorrow

Special to THE DAILY

ATLANTA, April 30. — Funeral services for Robert M. Savini, 71, motion picture distributor and head of Astor Pictures Corp., will be held on Wednesday morning at Patterson's Funeral Home here.



Robert M. Savini

Savini, a member of the Motion Picture Pioneers and Variety Clubs International, passed away in his winter home on Islamorado in the Florida Keys over the weekend.

A veteran of 50 years in the mo-

(*Continued on page 6*)

$333,000 Magazine Budget for 'Trapeze'

A national magazine advertising program, said to be the largest in United Artists' history—budgeted at $333,000 and employing multi-page and full-page insertions in publications with a combined readership of 175,000,000—has been set in behalf of Hecht and Lancaster's CinemaScope production of "Trapeze," Roger H. Lewis, UA's national director of ad-

(*Continued on page 6*)

REVIEW:

The Man Who Knew Too Much

Paramount-VistaVision

IT HAS BEEN SAID that an effective prescription for tired nerves is to curl up with a good mystery story. The same might be said for a good picture which has heavy doses of mystery, suspense and intrigue provided it is expertly produced and directed. Well, that old master of suspense, Alfred Hitchcock, has come through with a picture which fits that category to a T - - - - and T stands for tenseness. Tired nerves may become a little more tired after seeing "The Man Who Knew Too Much," but the viewer is pretty certain to forget all his worldly troubles while the picture is being unspooled.

With Hitchcock very much in TV fans' eyes because of his popular television series, plus such names as James Stewart and Doris Day in the top roles, plus sure-to-come word-of-mouth, exhibitors should be able to enjoy that comfortable feeling that they have a money attraction.

Here is good old cloak-and-dagger, lavishly mounted against authentic

(*Continued on page 6*)

On 'Policing'

D-J Comments On Exhibitors' Charges Asked

SSBC Requests Written Replies Before May 20

By J. A. OTTEN

WASHINGTON, April 30.—Senate Small Business Subcommittee chairman Humphrey (D., Minn.) has asked the Justice Department to submit written replies to the charges levied against the department by exhibitor witnesses before the subcommittee.

Theatre owner spokesmen, in their recent testimony before his subcommittee, charged that the department is inadequately policing the Paramount consent decrees and is doing a generally poor job of enforcing the

(*Continued on page 6*)

Conn. Houses Hike Adult Ticket Prices

Special to THE DAILY

HARTFORD, April 30.—Four circuit suburban theatres have increased adult admissions by ten cents.

The Hartford Theatre Circuit has boosted adult charge from 60 to 70 cents at the Lenox, Hartford. Same situation went from 25 to 30 cents on children's admissions.

Perakos Theatre Associates in-

(*Continued on page 6*)

Fox Midwest to Test 'Ladies Day' in K.C.

Special to THE DAILY

KANSAS CITY, April 30.—Copying an idea from baseball, the Tower, Uptown, Fairway and Granada Theatres, Kansas City first run houses operated by Fox Midwest Theatres, Inc., have designated Wednesday as "Ladies Day," at which time "Never Say Goodbye" will begin a week's engagement.

The plan, which, if successful, may become a regular weekly feature, calls for all women to be admitted free to the four theatres when accompanied by a masculine escort.

PERSONAL MENTION

HERBERT WILCOX, British producer, will arrive in New York from London today via B.O.A.C.

•

JOHN BALABAN, president of Balaban and Katz, and MRS. BALABAN are celebrating their 40th wedding anniversary this week.

•

KENNETH HARGREAVES, managing director of J. Arthur Rank Film Distributors, is en route here from London and will attend the forthcoming Universal sales conference on the Coast.

•

ARTHUR ABELES, JR., Warner's London managing director, will leave England Thursday on the "Queen Mary" for a six-week home office visit.

•

ROBERT ALDRICH, of the Associates & Aldrich Co., has arrived in New York from Hollywood en route to Paris.

•

JOHN C. FLINN, director of advertising and publicity for United Artists, has returned to Hollywood from here.

•

MERVIN HOUSER, RKO Radio studio publicity director, will arrive here today from Hollywood.

•

DAVID MILLER, director, will arrive in New York tomorrow from the Coast.

•

EDDIE WOEHLER, unit manager for M-G-M, has left Hollywood for Danville, Ky.

•

DAVID E. ROSE, producer, will leave here today for London via B.O.A.C.

•

RICHARD EINFELD, vice-president of National Pictures Corp., has returned here from upstate New York.

•

SAMUEL GOLDWYN, JR., has returned to Hollywood from Cuba.

•

WILLIAM WYLER has returned to California from New York.

Indonesia President Guest of Johnston

WASHINGTON, April 30.—Motion Picture Asssociation president Eric Johnston will be host at a Hollywood dinner on May 31 to Indonesia President Soekarno. The Indonesian president will be in the U. S. on an official state visit at that time, and has accepted an invitation, tendered by Johnston when he was in Indonesia recently, to visit Hollywood.

Charlotte Sees 'Rock' Around the Clock

Special to THE DAILY

CHARLOTTE, April 30.—A 36-hour marathon showing gave "Rock Around the Clock" a good sendoff at the Centre Theatre here. The picture went on the screen at 1 P.M. Friday and was shown continuously until 1 A.M. Sunday. Between 2,500 and 3,000 persons, mostly teen-agers, packed the theatre between noon Friday and 7 A.M. Saturday.

At least 50 persons spent the night in the theatre.

SIMPP Asks More Pakistan Licenses

WASHINGTON, April 30. — The Society of Independent Motion Picture Producers has asked the State Department to look into the difficulty SIMPP members are encountering in obtaining sufficient import licenses for distribution of their films in Pakistan.

Although Pakistan is not a major market, SIMPP members are finding it impossible to get more than a minimum number of import licenses there.

Under the terms of an agreement between the country and members of the Motion Picture Export Association, MPEA members can get unlimited import licenses, but must take only limited remittance funds out of the country. No such agreement was ever signed with the independents, who now find the Pakistan government seriously curtailing the number of films they can show in the country, in order to curtail the amount of money the independents can take out of the country.

Asks Way Cleared to Sell General Aniline

WASHINGTON, April 30. — Rep. Cole (R., N. Y.) urged a House Commerce Subcommittee to approve legislation to clear the way for the government to sell General Aniline and Film Corp.

Cole, in whose district the company is located, urged passage of his bill, which would permit the sale but impound the proceeds until final judicial determination of who rightfully owns the vested stock. He said he felt this to be "the most expeditious way of getting the government out of the chemical, dye, photographic and duplicating machine business."

MGM Auditors Meet

M-G-M's field auditors will hold a three-day meeting at the Blackstone Hotel in Chicago, starting Friday. Alan Cummings will conduct the meetings.

Altec 'Caravan' Tour To Midwest May 4

Marty Wolf, Altec Service Corp. sales manager, has announced that Altec's promotion caravan will undertake a tour of several Midwest states beginning May 4. The results achieved during the tour of the Southern states which initiated this campaign two months ago has prompted Altec to send the car cavalcade to Chicago, St. Paul, Minneapolis, and other cities to be selected in Iowa, under the direction of Bert Ennis, company public relations director, Wolf said.

Newspaper editors will be approached with exclusive material illustrating and explaining the work of the theatre projectionists and Altec field engineers. Readers will be offered the opportunity to comprehend, in lay language, the manner in which optical-magnetic and multiple stereophonic sound is conveyed.

Newsmen to Discuss Olympic Coverage

Representatives of four domestic agencies that furnish news film to TV stations will meet with Australian Consul Sir Percy Spender in New York today to discuss their suggested pool of coverage for the November Olympic Games in Melbourne, Australia. The pool had been refused by the Olympic committee.

CBS, NBC, INS-Telenews and United Press-Movietone News said their stand on the matter will be clarified before the Consul, who said he is "sympathetic" to their views. The agencies went on record last month as opposing the Olympic committee plan that would have the committee arranging the film coverage that would be marketed on a worldwide basis. According to the suggested pool system, the agencies would pay actual expenses incurred by film companies on obtaining Olympic game coverage.

Wis. Allied Conclave Set for June 11-13

MILWAUKEE, April 30. — Allied Theatres of Wisconsin's 1956 convention will be held at Elkhart Lake, Wis., June 11 to 13, it was announced by Angelo Provinzano, president. For the first time, the unit will meet at a resort, combining business with pleasure.

The Schwartz Hotel, the convention site, is about 50 miles from Milwaukee.

Hyman Cohen, 86

Funeral services were held here on Sunday for Hyman A. Cohen, 86, father of Max A. Cohen, president of Cinema Circuit. Cohen died on Friday.

Atlanta Prison Plays 'To Catch a Thief'

Special to THE DAILY

ATLANTA, April 30. — The Fede penitentiary here apparently belie in showing atmospheric pictures in prison theatre. One of its latest ferings for the prison patrons "To Catch a Thief."

Goldman Acquires 2 in Reading, Pa.

PHILADELPHIA, April 30.—T acquisition of two theatres in Rea ing, Pa., by William Goldman Th atres was announced today.

The theatres, acquired from Ha J. Schad of Schad Theatres, are t Astor Theatre and the Strand.

Mr. Goldman stated that his co pany will take over actual operati of both houses on May 30.

J. Lester Stallman of Reading w be city district supervisor and Clayt Evans of Reading will manage t Strand Theatre.

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
GRACE ALEC LOUIS
KELLY-GUINNESS-JOURDAN
in "THE SWAN"
An M-G-M Picture
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in requirements of the
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3720 W. 6th St., Los Angeles

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIr 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

PEOPLE

ohn O'Connell has been named nager of the Manchester Drive-In atre, Bolton Notch, Conn., by cal Theatres Inc. of Hartford.

□

ohn Dugan, who formerly operated own buying-booking firm in St. is, has joined Co-operative The- s of Ohio as a member of the king staff that includes Ruth diniere, Norman Allin and Blair oney.

□

regory Stewart has been named stant manager of Brandt's Port- l Drive-In, Portland, Conn.

□

ort Guerine, formerly of St. is, has been added to the Movie- e News staff there as a camera n.

□

ob Hoffman has joined Guild ns as national sales supervisor .

□

lorman Bennett has joined the O music department as business nager. Bennett is a former veteran he RKO music department, hav- been its librarian until his resig- on a year ago.

□

Mrs. Catherine Hays, secretary to e Prince, southern district man- for RKO in Atlanta, has resigned nove to California.

icago to Greet Gobel

HICAGO, April 30.—George Go- home town of Chicago tomorrow Wednesday will devote itself to ting the TV comedian and star of mount's "The Birds and the ." Gobel will arrive here from York by plane to begin the fes- ies, which will be carried from way Airport to the heart of town.

Salute Dave Levy

avid A. Levy, retired Universal ures executive, will be honored by Motion Picture Bookers Club of York at a closed meeting of the on May 14 at the Hotel Taft . Levy will be honored for all work through the years in support ne Motion Picture Bookers Club, as said.

C Billings Up 73%

ross billings of the American dcasting Co.'s television network ng the first quarter of 1956 to- $19,504,184, an increase of $8,- 868, or 73 per cent over the 092,316 reported in the like 1955 d, it was reported here.



Quinley Publications Photo

AT GET-TOGETHER LUNCHEON: Dais dignitaries enjoy anecdote told by Dr. A. W. Trueman, chairman of the National Film Board of Canada, at opening day luncheon of SMPTE convention. Left to right: W. F. Kelley, Motion Picture Research Council; Barton Kreuzer, SMPTE executive vice-president; Dr. John W. Frayne, SMPTE president; Dr. Trueman; Herbert Barnett, past president, SMPTE; Vice-Admiral George F. Hussey, Jr., American Standards Organization, and Norwood Simmons, SMPTE editorial vice-president.

SMPTE Convention Opens

(Continued from page 1)

regarded them as closely allied and today consider them inseparable.

Dr. Frayne declared he believed the Society was responsible to some degree for helping to bridge the technological gap "by offering to technical specialists in both areas a common technical forum of long standing and experience."

TV Interest Long Existed

Interest among Society members in television existed for many years before the SMPE became the SMPTE in 1950, he noted. In 1923 the first paper on television presented before the Society was read by C. Francis Jenkins, its founder. At the 13 conventions since the 1950 change, 50 of 173 technical sessions have been devoted exclusively to television subjects. And at the present convention, 10 of the 20 sessions relate to TV. In addition, some 25 per cent of all papers published in the SMPTE Journal are concerned with television; two SMPTE engineering committees deal exclusively with television studies, including the development of TV standards and the production of TV test films; and the David Sarnoff Gold Medal is presented annually by the Society for achievement in technical contributions to television, he pointed out.

Sees Changing Attitudes

"On the commercial side of the film industry, however, the development of television on a large scale was less gracefully received," Dr. Frayne explained. The evolution of compatible business relationships "has followed by 10 to 15 years the meeting of the technical minds." But recent sales of close to 2,000 feature pictures for use on television stations and the production of films for television by almost every major studio in Hollywood indicate that attitudes have changed among producers, too, he noted.

For the future, Dr. Frayne saw the introduction in the production of films for TV of electronic techniques and other cost-cutting devices and methods developed by the TV industry for their live programming. These will be necessary "in order to make films for television of a high artistic quality . . . at a cost the television industry can afford."

Dr. Trueman praised the Academy Award winner, "Marty," as a picture which represents people and the United States authentically, something which Hollywood films do not always do abroad, he said. As such it broadens the knowledge and experience of those who see it, he said.

Lauds Documentary Type

The documentary film, he emphasized, can help to solve the great national and international problems confronting us.

"A democratic society," he said, "is committted by definition to the ceaseless task of trying to extend and enrich in useful ways the experience of its individual members," and the documentary film, "because of its flexibility and the variety of subjects it can treat," can help do this.

Registration at the convention was heavy on Sunday and yesterday, with a total in the neighborhood of 1,000 expected. An exhibit of new equipment and products by nearly 40 companies attracted many visitors to the Statler exhibit area.

Will Present 'Fame' Award

Technical papers, about half of them on television, were read at the opening convention sessions yesterday and will occupy most of today's sessions. Film and theatre equipment papers will feature tomorrow's sessions. Preceding the afternoon meeting tomorrow, Dr. Frayne will present the Fame Award for 1956 to 20th Century-Fox technicians in recognition of the development of CinemaScope 55.

Carnera Sues

HOLLYWOOD, April 30. — Primo Carnera, former heavyweight boxing champion, filed suit today for $1,500,000 damages against Columbia Pictures and Budd Schulberg, charging the picture, "The Harder They Fall" was an invasion of his privacy and subjected him to ridicule. The picture is based on Schulberg's fictional work, written several years ago.

James Sayer, 85

SALEM, N. H., April 30.—James A. Sayer, 85, retired theatre manager, at one time associated with Louis B. Mayer in a Haverhill, Mass., theatre, is dead.

. . . NEWS ROUNDUP

Drive-in Opening on TV

A mobile television unit of Station WTVJ, Miami, covered the opening of the North Dade Drive-in Theatre, newest open-air unit in the resort city. It is the third drive-in to have been opened in the past three months, the other two being the Golden Glades Twin and E. M. Loew's Gulfstream.

■

Theatre Sites to Stevens

Options on several shopping center sites for possible construction of new theatres have been taken by Edward Stevens, theatre owner, who recently opened the Belmont Theatre in the Belmont Hill Shopping Center, Smyrna, Ga. The Belmont accommodates 608 and is equipped with four-channel stereophonic sound and CinemaScope. Parking facilities at the center accommodate 3,000 cars.

■

Pa. Drive-in to Open

Ground has been broken near Ballston Spa, Pa., for a drive-in to be operated by Joseph Warren, owner of the Greater Pittsburgh, Pa., Drive-in and the Super 30 Drive-in, McKeesport, Pa. Warren's out-door will accommodate 1,000 cars. Berlo Vending Co. will handle the concession business for the theatre, which is expected to open in June.

■

Stamp Club Host to Children

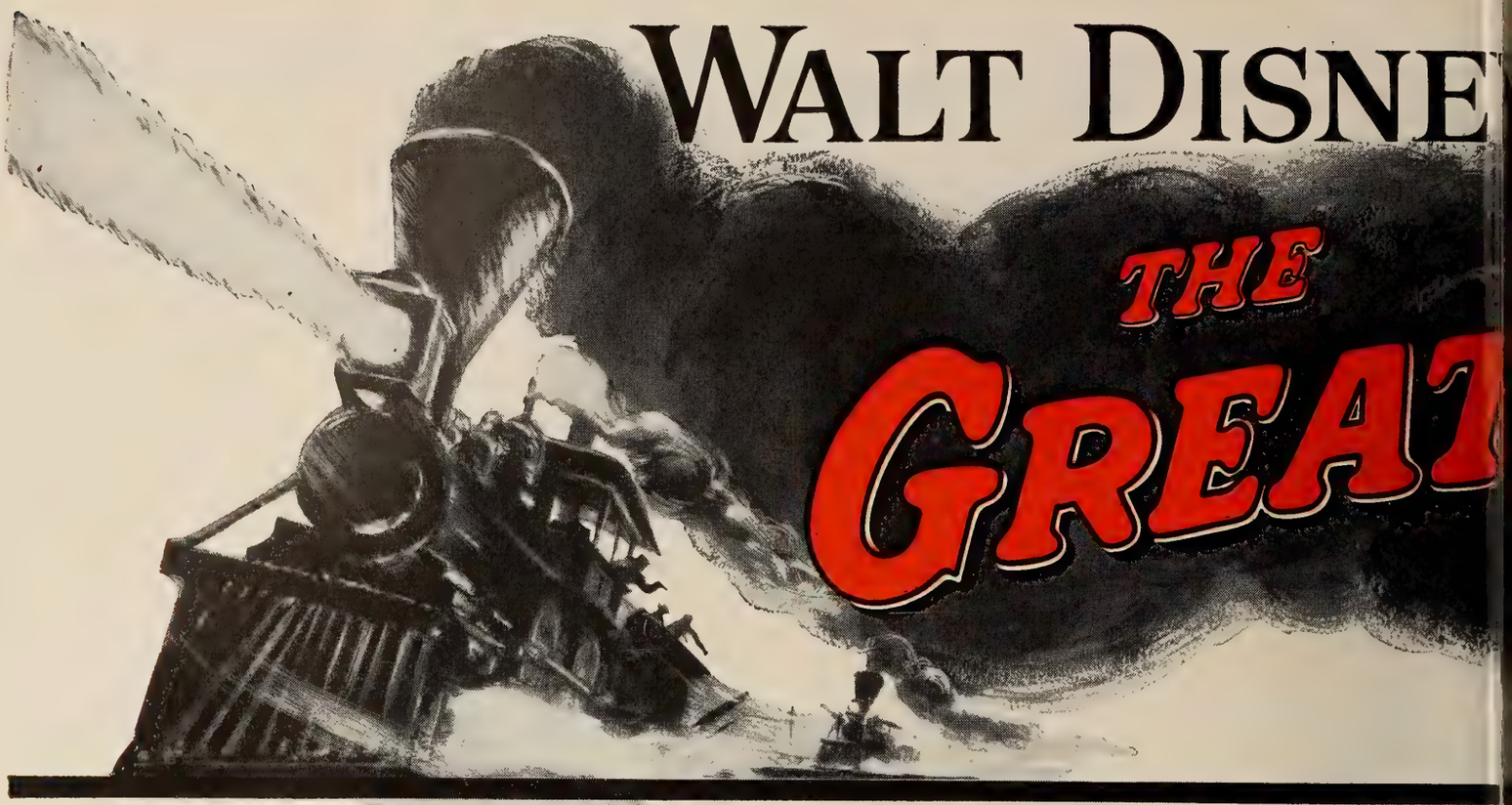
Twenty-five orthopedically handicapped children will be the guests of the Cinema Stamp Collectors Group at the 5th International Philatelic Exhibition at the N. Y. Coliseum tomorrow. The children are members of the Carolians, a recreation group of orthopedically handicapped children sponsored by the N. Y. Philanthropic League. Harry Gittleson, assistant to the RKO Radio vice-president in charge of distribution, and Leon J. Bamberger, RKO executive, arranged for the children's visit.

TransLux N.E. Outlet To Regal Pictures

Negotiations have been completed for the New England distribution of the current Trans-Lux releases with Regal Pictures, Inc., of Boston.

Currently in release are "Dance Little Lady" in Technicolor starring Mai Zetterling and members of the Sadlers Wells Ballet; "Lovers and Lollipops," produced and directed by Morris Engel and Ruth Orkin.

Negotiating for Trans-Lux were Richard Brandt and George Roth, and Regal was represented by Edward Ruff and Mack Farber.



. . . a NATIONAL ADVERTISING campaign that will reach millions . . . TV selling on two of the nation's top programs, "Disneyland" and the "Mickey Mouse Club," as well as other TV and radio shows . . . a NATIONAL 24-SHEET posting campaign coast-to-coast . . . NATIONAL PROMOTION in 400,000 stores, with 15 million pieces of merchandise . . .

Plus

The star-studded ATLANTA PREMIERE (June 8) complete with nation-wide newspaper, magazine, radio and television coverage of two full days of festivities!





. . . CONTACT YOUR BUENA VIS

LOCOMOTIVE CHASE

CINEMASCOPE TECHNICOLOR

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BLE TRUE SPY STORY

N THE GREAT DISNEY TRADITION!

CROSS THE NATION

ABOARD A GREAT CAMPAIGN!

FFICE NOW!...

Trio Selected

(*Continued from page* 1)

to be completed in one day, a committee has been selected to appear before the Humphrey group.

A meeting among all distribution sales executives and their legal advistors is expected to be held within the near future in New York to prepare the witnesses and to discuss the testimony which will be given, it was said. The conference may be held within the next two weeks.

Exhibitors to Listen

The distribution testimony, before the sub-committee, also will be heard by representatives of exhibition, mainly the leaders of the Theatre Owners of America and Allied States Association, who are scheduled to "listen in." Following the full day of hearing, the exhibition leaders are scheduled to join in a joint Allied-TOA conference.

At present, it is understood that a number of distribution sales executives are planning to attend the SSBC hearing.

Savini Dies

(*Continued from page* 1)

tion picture industry, Savini began his career with the Dixie Film Co. in New Orleans. In 1933 he formed Astor Pictures to handle the distribution of product in many Southern states. In recent years, his 26 companies, of which the Astor concern in the parent organization, re-issued films for television and educational purposes.

A native of Huntington, N. Y., Savini is survived by two brothers, N. E. Savini, of Atlanta, and C. A. Savini of Pearl River, La., and two sisters, Mrs. Ruby McCamps of New Orleans, and Mrs. Lilita Burke of Ringwood, N. J.

Praised by Industry Leaders

On Aug. 30, 1954, MOTION PICTURE DAILY published a Bob Savini 50th anniversary issue in which active industry leaders and many who had retired saluted the veteran distributor for his half-century career in motion pictures. Feature stories described Savini's rise from what might be termed a boy-of-all-work around the Dixie exchange to his place as the top distributor of re-releases and, ultimately, his step into television.

In that issue, Monty Salmon, then manager of New York's Rivoli Theatre, summed up Savini's standing in the industry. Salmon wrote: "If Bob Savini hasn't saved every nickel he ever earned, he has certainly retained every friend he ever made."

YOUR ORDERS FOR SPECIAL TRAILERS GET PERSONAL ATTENTION FROM FILMACK
SEND US YOUR NEXT SPECIAL TRAILER ORDER! FAST SERVICE! QUALITY WORK!
CHICAGO, ILL. 1327 S. WABASH
NEW YORK, N.Y. 341 W. 44th ST.

The Man Who Knew Too Much

(CONTINUED FROM PAGE 1)

locales of French Morocco and London, artistically treated with color by Technicolor and loaded with the kind of dramatic impact that sets it apart from most of its predecessors and contemporaries in the mystery market. Oddly enough, it's not the mystery theme itself but the manner in which it is unfolded that makes the story fascinating.

Stewart, as usual, gives a polished performance as the American tourist doctor who gets caught in a web of circumstances of an international nature involving the kidnapping of his son and an attempted assassination of an ambassador. Miss Day does a complete switch from her usual roles, doing a straight dramatic part instead of her customary musical portrayals. The rest of the cast's principals is made up of British, French and Danish players, with some lesser, but effective, roles turned in by Alan Mowbray, Alix Talton and Hillary Brooke, all of Hollywood. The interiors, incidentally, were shot in California.

The story can be summed up briefly, but as stated before, it's not so much the details of the yarn, but Hitchcock's know-how in injecting suspense and wringing each sequence dry that keeps the audience almost in a state of mental exhaustion. Stewart and his wife, Miss Day, with their seven-year-old son, Christopher Olsen, are vacationing in Marrakesh, French Morocco, where Stewart had spent some time during the war. They witness a street murder of a French secret service agent who, before dying, tells Stewart, of an assassination plot that is to take place in London. To prevent Stewart and his wife from revealing what they know to the authorities, the conspirators kidnap their son and take him to England. Stewart and Miss Day follow and, overcoming a variety of complications and stumbling blocks, rescue their boy and prevent the assassination.

The most tense scene is in London's famed Albert Hall where, during a concert, the ambassador from an unnamed country is to be killed. Miss Day, knowing what is to take place and practically helpless, watches the mechanism of the plot take shape and, at the crucial moment, screams, causing the would-be assassin to miss his aim and inflict only a superficial wound on his target.

Others in the cast in important supporting roles are Brenda de Banzie, Bernard Miles, Ralph Truman, Daniel Gelin and Mogens Wieth.

Incidentally, Hitchcock made this picture once before, in 1934, when it was considered one of the best English pictures that year. The new version probably will be a topper in the international hit class.

Running time, 120 minutes. General classification. For May release.

AL STEEN

'Trapeze' Budget

(*Continued from page* 1)

vertising, publicity and exploitation, announced.

The campaign for "Trapeze" ranks with the most extensive ever used by any organization to promote a major motion picture, Lewis said. The insertions in 31 publications, in four-colors, will be triggered late in May and carry through July.

The largest ad in the program will be a three-page, gate-fold color insertion in the June 26 issue of "Look." "Life" will run a full-page color display in its May 28 issue, and will follow with a double-page spread in the June 18th issue.

Conn. Houses

(*Continued from page* 1)

creased adult charge from 60 to 70 cents at the Eastwood, East Hartford, and Elm, West Hartford, and children's price from 25 to 30 cents at the Elm. The Eastwood had been charging 30 cents for children for some time.

The Plaza, Windsor, a Lockwood & Gordon house, has gone from 60 to 70 cents on adult admissions.

Stanton Denies

(*Continued from page* 1)

in the television broadcasting business."

Senator Bricker attacked CBS and the National Broadcasting Co. in proposing legislation which he said would give smaller networks and independent stations a better chance to compete. "The dollar sign has so obstructed the vision of the networks and large stations as to constitute a violation of public trust. The airways belong to the people, but have been converted to a money-making grab," the Ohio Republican stated.

An official of NBC said that Senator Bricker's charge has been "taken under study," and indicated that a reply would be made later this week.

Stanton said that Senator Bricker's charges are "utterly without foundation. While CBS does not apologize for its success, Senator Bricker has ignored those basic and easily ascertainable facts which demonstrate how far short of monopoly CBS television falls.

"CBS Television owns less than one per cent of all TV stations in the country; CBS television division receives only 3.2 per cent of the national advertising dollar, and about 20 per cent of the TV advertising dollar; all network programs occupy less than 17 per cent of all broadcasting hours of all stations in the U. S., and the most intense competition prevails in TV operations and other national advertising media."

Justice Dept.

(*Continued from page* 1)

anti-trust laws in the motion pict industry.

In a letter to the departme Humphrey asked that Justice send subcommittee detailed written co ments on the exhibitor testimony a on what is being done to police consent decrees. Humphrey said h like the department's reply May 20.

Subcommittee officials explain that by getting the department's co ments by May 20, the subcommit would be able to close its record a prepare a report soon after that d on its current investigation of ind try trade practices. Distributor o cials are scheduled to testify bef the subcommittee on May 21. T subcommittee spokesman said t since the comments of the Justice D partment would in any event d mainly with the exhibitor testimo and not the distributor testimony, was decided to ask for the Just comments now in order to save tir There are no plans to call Justice o cials for public testimony, it w indicated.

Chicago House Sue Demands New Zone

CHICAGO, April 30. — A. L. Theatre Corp., operators of the B mont Theatre, today filed suit agai Loew's, Inc., Universal Film E change, Inc., Warner Bros. Pictu Distributing Corp., United Arti Corp., Columbia Pictures Corp., 20 Century-Fox, Paramount Pictures a Balaban & Katz Corp., asking f equitable relief for the Belmont Th atre which wishes to be taken out the zone in which the film compani have placed it. The zone includes T Century and Covent theatres (bo B&K houses).

The suit claims that the Belmo Theatre is not substantially compet tive with The Century and Cover and it alleges that the zones whic have been created by the distributo were solely for the purpose of givi the B&K theatres competitive adva tage over independents for first ou lying runs.

'Swan' Heading for $165,000 First Week

M-G-M's CinemaScope productio of "The Swan" is expected to gro a big $165,000 at the end of its ope ing week at the Radio City Mus Hall here, it was reported yesterda The film, which opened last Thur day, took in a sturdy $105,000 in i first four days at the Music Hall.

THE PATRONS AND PRAISES

will go to

"THE PROUD AND PROFANE"



VISTAVISION
MOTION PICTURE HIGH-FIDELITY

WORLD PREMIERE
ENGAGEMENTS SOON:

ASTOR
NEW YORK

FOUR STAR
LOS ANGELES

REASON #5

IT ALL ADDS UP

to timely, top saleability of a boxoffice leader that will be reinforced by the pre-selling power that has made Paramount famous...

WILLIAM HOLDEN
DEBORAH KERR in

A Perlberg-Seaton Production

"THE PROUD AND PROFANE"



co-starring

THELMA RITTER • DEWEY MARTIN

with WILLIAM REDFIELD • Produced by WILLIAM PERLBERG

Written for the Screen and Directed by GEORGE SEATON

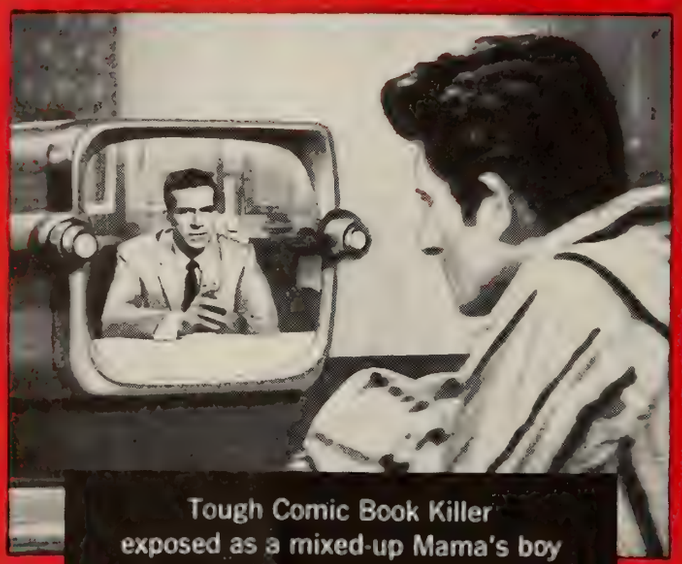
Based on a Novel by Lucy Herndon Crockett

A Paramount Picture



...coming in the big boxoffice months ahead from PARAMOUNT

Confidential



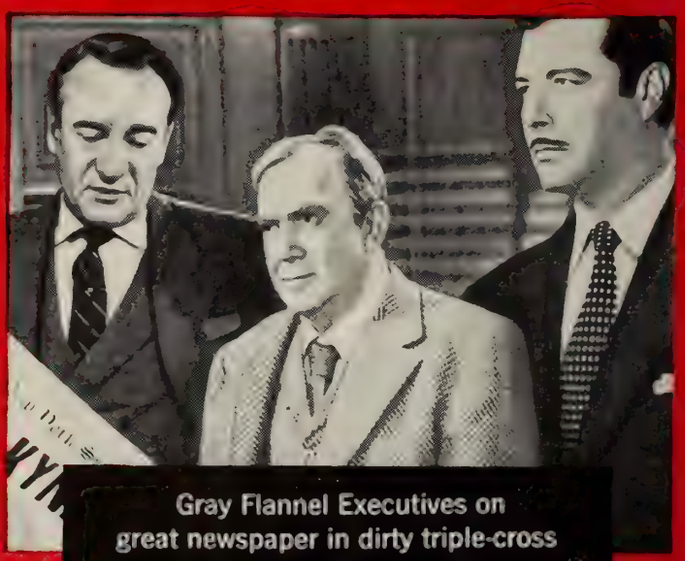
Tough Comic Book Killer
exposed as a mixed-up Mama's boy



What famous publisher's wife
visits her "mother" once too often?



TV Newscaster and Sob Sister
have a few too many and then . . .



Gray Flannel Executives on
great newspaper in dirty triple-cross

What goes on
WHILE THE CITY SLEEPS

TEN TOP STARS! TEN PEAK PERFORMANCES! starring:

DANA ANDREWS · RHONDA FLEMING · GEORGE SANDERS · HOWARD DUFF · THOMAS MITCHELL
VINCENT PRICE · SALLY FORREST · JOHN BARRYMORE, Jr. · JAMES CRAIG and IDA LUPINO

Directed by FRITZ LANG Produced by Bert Friedlob
Screen Play by Casey Robinson Music by Herschel Burke Gilbert

The most talked-about movies are coming from the NEW RKO

RKO RADIO PICTURES

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 85 NEW YORK, U. S. A., WEDNESDAY, MAY 2, 1956 TEN CENTS

Market Active

Report Bids For Stock of Warner Family

Hyman Group Said to Offer $26 Per Share

Bids for the stock holdings of the Warner brothers and their families in the Warner Brothers company reportedly have been made by several groups recently. Efforts to obtain confirmation of the reports have been unavailing.

Among those mentioned as bidders are Elliot Hyman and a Canadian financial group, the same individuals who closed the WB television film deal recently. Sergei Semenenko, of the First National Bank of

(*Continued on page 4*)

Today's Economics Won't Permit a Tax Cut Now: Rep. Mills

From THE DAILY Bureau

WASHINGTON, May 1. — Rep. Mills (D., Ark.), influential member of the House Ways and Means Committee, today said inflationary pressures in the economy were too strong to permit tax reduction now.

Mills is a key man in making house policy on tax matters. He spoke before the U. S. Chamber of Commerce. His stand against tax reduction now matched him up with the Administration against the demands of some Congressmen for early tax relief.

Tax rates are too high and the

(*Continued on page 4*)

Fred Bellin to Head Astor Operations

Astor Pictures Corp. will continue operations under the guidance of Fred Bellin, executive vice-president, who has been in direct charge since the late Robert Savini, president, had been in ill health, it was reported yesterday. Astor was wholly-owned by Savini.

Astor Pictures' home office here will be closed all day today in memory of Savini, for whom funeral rites will be held today in Atlanta.

Balaban Optimistic for '56

Para.'s Operating Revenue In '55 Highest Since '50

Operating revenue of Paramount Pictures Corp. last year was $114,000,000, the highest since the new company began its operations in 1950, Barney Balaban, president, revealed in a message to company stockholders published yesterday in the corporation's annual report.



Barney Balaban

Balaban also pointed out that the company's 1955 net profit of $9,700,000, recently announced, was the highest since 1950, and more than maintained the percentage of revenue improvement over the net of the preceding year. The operating revenue for last year was an increase

(*Continued on page 2*)

Louis Phillips to Join SSBC Witness Slate

Louis Phillips, vice-president and general counsel of Paramount Pictures, will be among the distribution witnesses slated to testify before the Senate Small Business subcommittee in Washington on May 21.

Others will include Charles Reagan, vice-president in charge of sales for M-G-M; Adolph Schimel, vice-president and general counsel of Universal, in addition to a representative from one of the major studios in Hollywood. Charles Feldman, vice-president and general sales manager of Universal, also may be in the battery of distribution witnesses.

UJA's Executive Committee Is Set

Membership of the Motion Picture and Amusement Division's executive committee was released yesterday by Leon Goldberg, 1956 chairman of the industry's drive for United Jewish Appeal.

The executive committee is spearheading this year's annual luncheon on May 23, a testimonial to Adolph Schimel, general counsel and vice-

(*Continued on page 4*)

Sherman Sees Crisis For Italian Industry

By WILLIAM R. WEAVER

HOLLYWOOD, May 1. — The Italian film industry is today at a point of crisis, in the opinion of Vincent Sherman, producer-director, who met the press here today following his return from a three-month trip to Italy to set up his own independent production company.

The Italian industry, said Sherman, stands at the crossroads, with only two choices open to it. Due to rising

(*Continued on page 4*)

AFL-CIO Starts Drive to Get Congress To Broaden Minimum Wage Law Coverage

From THE DAILY Bureau

WASHINGTON, May 1.—The AFL-CIO is launching an all-out drive to get Congress to broaden the Minimum Wage Law to take in retail and service workers.

A Senate Labor subcommittee is scheduled to start hearings next week on bills to extend minimum wage coverage to theatres and other retail and service groups. Chances for passage of such legislation this year are slim, in view of the lateness of the session.

Nonetheless, the AFL-CIO is going all out to try to pass the bill. Preparatory to next week's hearings, the AFL-CIO Retail, Wholesalers and Department Store Union will bring more than 1,000 delegates to Washington tomorrow to lobby for passage of the legislation.

May Lease

Report Hyman Seeking MGM Library for TV

Offer for Entire Backlog Said to Be $52,000,000

Negotiations with Loew's on the sale of the M-G-M film library to TV were opened by Elliot Hyman, president of Associated Artists, an associate of Hyman's confirmed yesterday.

Hyman, who negotiated the Warner Brothers deal in association with a Canadian group of financiers in PRM, Inc., is understood to represent the same Canadian group in the talks with Loew's. This is said to be one of the many possible deals being considered by M-G-M for the TV rights to its backlog.

It was reported in trade circles that an offer of $52,000,000 was made by Hyman for the entire Loew's library. However, Loew's reportedly does not favor an outright sale of its product to TV, leaning more toward leasing arrangements for selected films, according to a Loew's source. A leasing arrangement for the entire backlog, the Loew's spokesman contended, would be more difficult to consummate.

Global Delegations From the 39 Tents To Attend VC Meet

Twelve hundred delegates representing 39 Variety Club tents throughout the world are expected to arrive in town for the 20th annual four-day convention of the Variety Clubs International, starting next Wednesday at the Waldorf-Astoria Hotel, which will make this the larg-

(*Continued on page 4*)

Blumenstock Leaves For Coast Today

Mort Blumenstock, who resigned recently as vice-president of Warner Bros. in charge of advertising-publicity, wound up his duties with the company here yesterday and will leave for the Coast today with Mrs.

(*Continued on page 4*)

PERSONAL MENTION

JOHN C. FLINN, director of advertising and publicity for Allied Artists, has returned to the West Coast from here.

•

RICHARD W. ALTSCHULER, vice-president in charge of worldwide sales for Republic Pictures, has returned to New York from a two-week tour of the South.

•

HARRY HOCHFELD, of the 20th Century-Fox art department, and president of the Screen Publicists Guild (District 65), is recuperating from bronchial pneumonia at his home here.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for Cincinnati.

•

FRANK KASSLER, president of Continental Distributing, Inc., will leave here today for San Francisco and Los Angeles.

•

HANS A. STRAUS, of Radio Corp. of America, will leave New York today for Naples aboard the "Cristoforo Colombo."

•

WILLIAM BLOWITZ, partner in Blowitz & Maskell, publicists, left Hollywood by plane last night for New York.

•

JOSEPH MOSKOWITZ, vice-president of 20th Century-Fox, will leave here at the weekend for Hollywood.

•

LOUIS ASTOR, Columbia sales executive, will leave here today for San Francisco, Los Angeles and Denver.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, is in Boston from New York.

•

SANFORD W. WEINER, general sales manager of Continental Distributing, Inc., has returned here from Chicago.

•

SIDNEY JACKSON, British exhibitor, has returned to London from New York via B.O.A.C.

•

GEORGE JESSEL returned to Hollywood last night from here.

•

SIR CAROL REED will arrive here on May 15 from England.

S.F. Bow for 'Bhowani'

"Bhowani Junction," M-G-M's production filmed in Pakistan and starring Ava Gardner, will have its world premiere at Loew's Warfield Theatre, San Francisco, on May 16.

Schlesinger, Harmel Join ATP's Board

From THE DAILY Bureau

LONDON, May 1.—John Schlesinger and A. E. Harmel, directors of the Schlesinger Organization of South Africa, have joined the board of directors of Associated Talking Pictures and its subsidiary, Ealing Studios. Barry Wieland, Schlesinger's United Kingdom representative here, will act as alternate director. The Schlesingers were associated with Sir Michael Balcon in his Ealing productions, "Where No Vultures Fly" and "West of Zanzibar."

Conn. Site Purchased For Exchange Bldg.

NEW HAVEN, May 1. — National Film Service of New York has purchased, for a reported $85,000, a plot of ground 240 feet by 150 feet in Hamden, Conn. It is planning to erect a completely modern office-warehouse building to be occupied by various film exchanges doing business in the state.

The structure will be of the latest fire-proof construction, fully air-conditioned, and is estimated to cost in the neighborhood of $300,000.

Further Talks Set On Olympic Coverage

Negotiations for coverage of the November Olympic Games in Melbourne, Australia, by four domestic agencies which furnish news film to TV stations will resume on Friday in Melbourne at a meeting between William K. Hughes, Olympic committee chairman, and a spokesman for the agencies.

At a meeting in New York yesterday between the agencies and Australian Consul Sir Percy Spender, the companies presented their view on the matter, refusing to pay film rights to the committee. The Olympic plan has been to film the games and to market the negatives on a worldwide basis. Yesterday, the agencies offered a four point plan which is expected to be submitted to the Melbourne committee, possibly at Friday's session.

Wilcox to Finalize Co-production Deals

Co-production agreements between Herbert Wilcox and M-G-M and Columbia Pictures, plus casting problems, will be finalized here within 48 hours, the British producer stated yesterday.

Wilcox plans to produce three films for M-G-M and one for Columbia within the next 12 months.

RCA Sales, Earnings Set All-Time Record; Net Profit $12,727,000

Sales and earnings of the Radio Corp. of America in the first quarter of 1956 exceeded the all-time record for the period set last year by RCA, Brig. General David Sarnoff, chairman of the board, stated yesterday at the 37th annual meeting of stockholders.

Gen. Sarnoff said that in the record-breaking 1956 first quarter sales of RCA products and services amounted to $274,848,000 — an increase of $18,543,000, or seven per cent, over the first three months of 1955.

Earnings Up Slightly

Profits before taxes amounted to $25,395,000, an increase of $310,000 over the same quarter last year. Net profits after taxes amounted to $12,727,000, an increase of $159,000 over the same quarter of 1955. Earnings per common share for the first quarter of 1956 were 85 cents—as against 84 cents for the first quarter of last year.

Decca Quarterly Net Reported at $890,444

Consolidated net earnings of Decca Records, Inc., for the three month period ended March 31, including the company's share of undistributed earnings of its subsidiary Universal Pictures Co., Inc., amounted to $890,444, equal to 55 cents per share on 1,602,501 outstanding shares of capital stock.

In the corresponding period of 1955 Decca reported earnings of $816,339, equal to 50 cents per share on the same number of shares.

Briskin Asks, Gets Paramount Release

HOLLYWOOD, May 1.—Veteran executive Samuel J. Briskin, who joined Paramount in 1947 when that company acquired Liberty Films Corp., and who last year produced "Strategic Air Command," today sought and received a release from his contract, effective on completion of two pictures now in preparation for filming this year. They are "Sons of Katie Elder" and "Joker Is Wild."

The Briskin contract would have run to November, 1958.

Universal Dividend

The board of directors of Universal Pictures Company, Inc., declared a quarterly dividend of $1.0625 per share on the 4¼ cumulative preferred stock of the company, payable on June 1 to stockholders of record on May 15.

Paramount

(*Continued from page 1*)

of almost five per cent over the c responding period of 1954.

"In 1955," Balaban stated, " box-office response to more appeal pictures produced for the industry a whole was generally good, a Paramount, with its smash box-of hits, made its full contribution only to its own improved results to its exhibitor customers as we He wrote that following two relativ slow quarters—the final for 1955 a the first of 1956—he anticipated marked improvement in film rent in the second quarter and p gressively during the balance of present year as the momentum of leases accelerates and Paramount gins to feel the benefit of its imp tant pictures with higher rever potentials, culminating with the sho ings of 'War and Peace' and 'T Ten Commandments.'"

Has $6,000,000 Loan

Balaban reported that the Prud tial Insurance Co. on last Sept. loaned the company $6,000,000 15 years "on generally favora terms, including a 3¾ per cent inter rate." The loan, he explained, s plements Paramount operating fun "which had been subject to heavy mands of general corporate requi ments, including an approxim $10,000,000 increase in inventory. have thus maintained the strong c rent financial position reflected in accompanying year-end balan sheet."

Touching on other aspects of Pa mount operations, Balaban stated t the achievements of VistaVision ha fully justified Paramount's origi and continuing faith in the la screen process; that in brightne definition, color values and price pr pects, the Paramount-develop Chromatic television tube leads in t field; that the company's confide in Telemeter continues strong.

New Fox Title

"D-Day, the Sixth of June," is t new title for "The Sixth of Jun 20th Century-Fox production CinemaScope.

"Showplace of the East"
FOR YOUR SCREENING
CINEMASCOPE
► Three Channel interlock projection
► 16, 17½ & 35 mm tape interlock
► 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
THEATRE SERVICE, INC
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CI 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies.

HOT as a



While the industry is still talking about these Previews–

"BHOWANI" BOMBSHELL!

"BHOWANI JUNCTION" is a showman's dream. The Preview revealed AVA GARDNER in her most seductive role as the half-caste girl of many loves. STEWART GRANGER co-stars in a cast of thousands. 2 years in production. Filmed in CinemaScope and Color in Pakistan. It's a real BIG one.

BOXOFFICE "AFFAIR"!

"THE CATERED AFFAIR" is the talk of every Film Row following its sensational nationwide audience Previews in all exchange cities. A great cast: BETTE DAVIS, ERNEST BORGNINE, DEBBIE REYNOLDS, BARRY FITZGERALD. Fine performances including another great job by the star of "Marty." It's a BIG "AFFAIR"!

Another Big Preview!

"Sing out the news about M-G-M's 'HIGH SOCIETY'!"



Bing Grace Frank

"HIGH" AS THE SKY!

M-G-M's "HIGH SOCIETY" had its first screening last week. Another blockbuster joins Leo the Lion's arsenal of hits! Imagine BING CROSBY, GRACE KELLY, FRANK SINATRA and Louis Armstrong and his Band and the first original COLE PORTER score for films in 10 years. The BIG ONES are coming one after another from M-G-M's HIT HEADQUARTERS and here's one of the BIGGEST! You'll be HIGH on M-G-M's "HIGH SOCIETY."



"THE WEDDING IN MONACO"

ACT FAST!
Top Showmen Have Booked It!

The *Only* Exclusive, Complete, Official Cinemascope and Color Featurette of this historic occasion. By arrangement with Prince Rainier III.

Call M-G-M Immediately For This Hot Booking.

M-G-M, HOTTEST COMPANY!

Tax Cut

(*Continued from page* 1)

budget this year will show a much larger surplus than forecast in January, Mills admitted, but added that tax cuts now would add to inflationary pressures. Tax cuts should be voted, he said, if the economy weakens. However, he added, priority in tax cutting should go to making the individual income tax schedule more progressive by relief for the very lowest and very highest incomes and to eliminating communications, transportation and other excise taxes that enter into business costs.

Italian Crisis

(*Continued from page* 1)

production costs, attributed principally to the growing importance of the star system in Italy, the producers of that country must increase their budgets to a level necessary to attract American stars, in order to make Italian films acceptable to all types of American theatres, or drop back to minimal budgets such as prevailed in the early post-war period.

Prior to his return to Italy for a probable second commitment with Titanus Productions, Sherman will produce his own film, "Smash-up," in this country.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week— through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

By Garry Moore

(*Guest Columnist for Pinky Herman Who Is On Vacation*)

I FIND it always difficult to write a guest column, because the column should reflect the views and personality of the person whose name is at the head of it. So I'll steer clear of anything with a viewpoint and merely pick a few crumbs from the stale pretzel of my mind. For instance, did you know that Stan Kenton spelled backwards is pronounced Nats Notnek? . . . . And consider the tse-tse fly. It is an entomological fact that you can't tell a he tse-tse from a she tse-tse. But we must believe a he tse-tse can tell a she tse-tse from a he tse-tse—otherwise, whence the wee tse-tse? . . . . (This sounds better if you read it aloud). . . . (And if you're reading it for an audience, it is best read over a loud speaker from within an armored truck.)



Garry Moore

☆ ☆ ☆

And if you're fond of reading things aloud — try the following. If, while reading it, you try intoning this one through the bung hole of an empty beer keg you'll find the echo most pleasant. It's the story of a gnu. A gnu named Hugh. And Hugh was a blue gnu. And he was married to a gnu named Sue. And Sue was a blue gnu, too. And they were very happily married, were Hugh and Sue. In the evening when he came home from his daily work of getting his name into cross-word puzzles under the definition "a three-lettered animal," Hugh would coo, "You hoo, Sue, you blue gnu, you! You hoo Sue! Yoo hoo!" And Sue would coo, "Yoo hoo, Hugh, you screwy gnu, you! You hoo, Hugh! Yoo hoo!" And they called each other early and often, did these two gnus — for they were very happily married.

☆ ☆ ☆

Only one thing marred their bliss. They both longed for the patter of tiny feet around the home. But after ten years, still all they had running around their house was a fence. And gradually, they began to quarrel, did Hugh and Sue. Hugh would snarl, "Poo to you, Sue, you blue gnu, you! Poo to you, Sue!" And she would answer, "And phoo to you, Hugh, you blooey gnu, you! Phoo to you, Hugh!" And things went from bad to worse. Finally, one night Hugh came home just spoiling for a fight. He burst through the front door, steam streaming from his nostrils — and, wonder of wonders! There stood Sue with a beautiful smile all over her face, and a small bundle in her arms. And Hugh said, "Why, Sue! Have you something to tell me?" And she said, "Yes, Hugh. I have gnus for you."

☆ ☆ ☆

I once knew a girl named Victoria Worm. Really. . . . I also have a friend whose hobby is carrying a pair of false teeth in his hip pocket and he rides around town biting the buttons off taxicab seats. (This is not real. I made it up.). . . . Perry Como weighed 19 pounds when he was born. (This is real. You can check it with Perry. The stork that brought him now has fallen arches.). . . . Never tell a girl her stockings are wrinkled. She might not be wearing any. (This is neither real nor un-real. It is a Law of Life.)

☆ ☆ ☆

And so, dear friends, we part for the nonce. I am grateful to Pinky Herman for the use of the hall. And so that this space will not have been completely wasted, let me leave you with words somewhat after Kipling: "If you keep your head when all about you are losing theirs, you'll be a great deal taller than anybody."

Blumenstock Leaves

(*Continued from page* 1)

Blumenstock. The latter's health, necessitating the couple's living in a milder climate, influenced Blumenstock's decision to resign.

With Warners for the past 25 years, Blumenstock plans to remain in the industry and will discuss a new association after returning to Hollywood.

'Trapeze' World Bow To Aid Coast Charity

HOLLYWOOD, May 1. — Hecht-Lancaster's "Trapeze" will be world-premiered at the Fox Wilshire Theatre here on May 29, with proceeds going to the Variety Club of Southern California Boys Club, H-L president Harold Hecht and V.C. chief barker Ezra Stern have announced.

WB Stock

(*Continued from page* 1)

Boston, also is mentioned as havi displayed interest in acquiring t Warners' stock.

The reported bids were believ to have led to the active trading WB stock the last two days on t New York Stock Exchange, W Street sources said. On Monday, W stock closed at 23, up 2¼ points f the day, with 17,800 shares trade Yesterday, the stock hovered arou the same quotation, with over 12,4(shares changing hands.

According to the unconfirmed r ports, the Hyman group offered t Brothers Warner $26 per share f the approximate 30 per cent stock i terest represented by their holding

Also reported interested in t Brothers Warner stock is Louis Lurie, San Francisco real esta operator and financier. Lurie led syndicate in May, 1951, which co ducted negotiations for the Warn brothers stock, but which were n consummated.

Warner Brothers officials could n be reached for comment, nor cou any of the reported principals.

UJA Committee

(*Continued from page* 1)

president of Universal Pictures C

The executive committee membe are: Maurice A. Bergman, Charl Boasberg, William B. Brenner, Juli M. Collins, Ned E. Depinet, Charles Einfeld, Edwin L. Fabia Leopold Friedman, Emanual Fris William J. German, Harry Goldber Leonard H. Goldenson, Irving Greenfield, Edward L. Hyman, Arth Israel, Jr., Leo Jaffe, Saul Jeffe Harry Kalmine, Malcolm Kingsber Arthur Krim, Al Lichtman, Har Mendel, Abe Montague, Joseph Moskowitz, Charles B. Moss, Lou A. Novins, Arnold M. Picker, Euge Picker, Milton Rackmil, Harold Rinzler, Samuel Rinzler, Emanu Sacks, Arthur Rosen, Abraha Schneider, Leonard W. Schneide Fred J. Schwartz, Leslie Schwart Sol A. Schwartz, Maurice Silverston Nathan B. Spingold, Solomon Straus berg, Morton Sunshine, Adam Wac tel, Major Albert Warner, Robert Weitman, Mortimer Wormser an Max E. Youngstein.

Global Delegations

(*Continued from page* 1)

est meeting in the history of th show-business organization.

Large delegations have alread registered with convention headqua ters from London, Texas, Las Vega Florida and California, with a grou also indicated from Ireland.

The British Broadcasting Corp. ha announced that it is sending produce Henry Caldwell with a load of specia equipment to film the entire conven tion proceedings, which will be use over the facilities of BBC, with prin to be made available to each ten throughout the world.

The convention will wind up o Saturday evening, May 12, with it annual Humanitarian Award.

'ilm Technical Courses n New York Colleges 'roposed by Dr. Frayne

The need for an education program in lew York sponsored by the Society of Mo- ion Picture and Television Engineers, much ke that currently in operation at two Cali- ornia colleges, was stressed yesterday by)r. John G. Frayne, president of SMPTE, vho said plans will be formulated for an Eastern course at an educational committee neeting scheduled for tomorrow.

Frayne declared there is a need for such course here in New York to familiarize echnicians within the industry with up-to- late advancement in processes and labora- ory work. His views were originally set orth at the January SMPTE board meeting, t which time committee members urged he inauguration of a course at one of the lew York colleges or universities.

Will Make Plans Tomorrow

Expanding on the SMPTE educational rogram, Frayne said members on the com- nittee, currently attending the organiza- ion's 79th semi-annual convention in New ork, will meet tomorrow to map plans for local course and to nominate members to erve on a group that will meet later with chool officials. If there is cooperation on he matter, Frayne believes such a course night be available in New York this fall. Ie said the subject would probably be in he field of sound recording or laboratory echniques.

Both the University of California in Los ngeles and the University of Southern California instituted courses on Motion Pic- ure Laboratory Practice, Duplication of Color Motion Pictures and Illumination Optics in the past year under sponsorship f SMPTE. Personnel employed within the ndustry were eligible to enroll for the tudies.

Commenting on the overall convention, he president said the fact that 50 per cent f the discussions are centered about pro- ramming material on TV, points up the eed for continued study and research in he field. He termed the increase to be an evolution" in the industry, one that de- erves the attention of those in the industry.

Frayne asserted the SMPTE exhibit at the onvention to be the "finest of its kind" and aid the organization has adopted a policy f presenting exhibits at all future semi- nnual meetings, including the next session, lanned for Oct. 7-12 in Los Angeles.

New Secretary to Be Named

A successor to Boyce Nemec, SMPTE ex- ecutive secretary who tendered his resigna- ion last week, effective June 1, will be hosen within the next two weeks, Frayne dded. The nominating committee headed y past president Herbert Barnett met yes- erday to name a slate of officers which will e elected at the July SMPTE board meet- ng to be held in New York.

Sells 2 New York Theatres

Two New York City theatres, the 1,500-eat Palestine Theatre and the 1,000-seat Charles Theatre, have been sold by Samuel Friedman to an investing client of Gains- urg, Gottlieb, Levitan & Cole. The prop- rties, assessed for $310,000, are located in he heart of the new East Side Housing Developments. The sale was handled by erk and Krumgold, theatre brokers.

'Fame' Award to 20th-Fox At SMPTE Session Today

Earl I. Sponable, representing the technical staff of 20th Century-Fox, will receive the annual Quigley Publications "Fame" award during the afternoon session today at the 79th semi-annual convention of the Society of Motion Picture and Television Engineers at the Hotel Statler.

SMPTE president John G. Frayne and Martin Quigley, Jr., editor of "Motion Picture Herald," will present the award to Fox for its "notable contribution to the art and industry of motion pictures by the development of the 55mm CinemaScope technique for the enhancement of the entertainment power of the screen."

Lorin Grignon and Sol Halprin of the Fox studio technical staff were unable to attend the convention but will be congratulated today at the Coast offices by producer Buddy Adler for their contributions toward the CinemaScope 55 process.

Columbia Invests $60,000 in 'Duchin' Radio Promotion

Columbia Pictures has invested an approximate $60,000 in sponsoring 25 segments of eight top CBS Radio network programs to promote its upcoming film, "The Eddy Duchin Story," commencing on June 24 and which will continue over a three-week period.

Announcement of the purchase of the network radio facilities by Columbia was made here yesterday by Arthur Hull Hayes, president of CBS Radio, and Paul N. Lazarus, Jr., vice-president in charge of advertising, publicity and exploitation for the film company.

The eight radio shows which will carry promotion on behalf of "The Eddy Duchin Story" are: "Edgar Bergen Hour," "Bing Crosby Show," "Amos 'n' Andy Music Hall," "Jack Carson Show," "Galen Drake Show," Peter Potter's "Juke Box Jury," "Mitch Miller Show" and the "Robert Q. Lewis Show."

Fein Named President Of J & M Productions

Irving A. Fein, vice-president of CBS Radio in charge of sales promotion, advertising and press information, has been appointed president of J & M Productions Inc., it was announced yesterday by Jack Benny, chairman of the board.

Fein, who will assume his new post on July 1, will direct the company which produces the Jack Benny television programs, both live and film. In addition to producing and packaging other TV and radio properties, J & M also is planning to produce Broadway theatrical productions and motion pictures, the latter "some time in the future."

Before joining CBS in 1948, Fein was director of advertising and publicity for Amusement Enterprises, Inc. Previously, he was with Warner Brothers, Samuel Goldwyn and Columbia Pictures.

TV Commercials Deserve More Of Advertising Dollar: Klaeger

Robert H. Klaeger, vice-president in charge of industrial and TV film production at Transfilm (N. Y.), said that competitive bidding among TV commercial producers for agency contracts is on its way out. Less than one-third of the advertising agencies now seek such bids, he told delegates to the 79th semi-annual convention of the Society of Motion Picture and Television Engineers at the Hotel Statler here yesterday.

Klaeger pointed out that the investment in TV film commercials is only three per cent of the estimated billion dollars spent by advertisers in television in 1955. "This does not seem to be a fair proportion if we consider the fact that the billion dollars was spent for the purpose of capturing the audience in order to screen the commercial," said Klaeger.

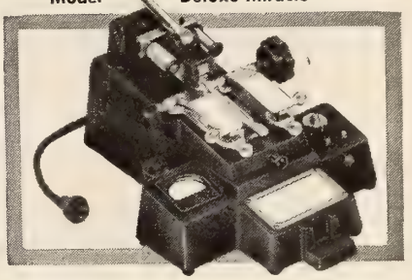


Save with the MIRACLE PRESTO SPLICER

See it at
79th Semi-Annual SMPTE Convention Booth 21

The newest in film splicing!
Demonstrations before your eyes!
Bring in your problems and see them dissolve!

Model "Deluxe Miracle"



Available for splicing all kinds of film including Cronar (Polyester Base), CinemaScope, etc., neg or print and magnetic film or track.

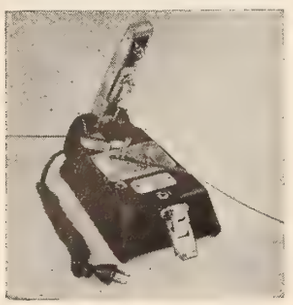
- NO CEMENT
- NO LOST PICTURE
- NO SCRAPING

in 10 seconds!

A film fusion (butt-weld), end-to-end. No double thickness. No drying. No overlap. No light required.

Model MTI-M Miracle
PRESTO SPLICER

for welding any type 1/4" tape, Mylar, acetate or paper tape; also for leader stock to any type magnetic tape without adhesives; Endless loop splicing no problem.



- A heat weld
- No cement
- No adhesives

. . . in seconds!

—diagonal cut capable of withstanding 5 pound pull on Mylar
—Inaudible with playback amplifier gain at maximum.

Ask or write for Brochure & Sample Splice!
Dept. 204

PRESTOSEAL MFG. CORP.
3727 33rd st., Long Island City 1, N.Y.

HILDA CRANE MEANS BUSINESS!

A passionate outcry against impulsive marriages and the multiple divorces of today's youth!



Her story has shock values. Her picture has star values. The campaign gives it all plus values. You'll want to keep HILDA CRANE for extra playing time—and Hilda knows how to arrange it!

CALL THIS GIRL AT 20th TODAY!



20th Century-Fox presents **Hilda Crane**

JEAN SIMMONS · GUY MADISON · JEAN PIERRE AUMONT

Print by TECHNICOLOR CINEMASCOPE® with Judith Evelyn · Evelyn Varden

Produced by Herbert B. Swope, Jr.

Written for the Screen and Directed by Philip Dunne

From the Play by Samson Raphaelson

"It's a pleasure to do business with HILDA CRANE!"

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 86 NEW YORK, U. S. A., THURSDAY, MAY 3, 1956 TEN CENTS

...ight Aid U.S. Films

...K Exhibitors ...eek to Meet ...ax Turndown

...ffer Proposal to Help ...nall Grossing Theatres

By PETER BURNUP

...ONDON, May 2.—Strategists of ...ematograph Exhibitors Associa...n, in a move to gather some ways ...l means of meeting the Chancellor ... the Exchequer's turn-down of tax ...ef claims, have decided on uni...eral action designed to help the ...all exhibitor only. Having taken ...nsel in various circles, the CEA ... arranged with a group of M.P.'s ... have a new clause moved for in ... Finance Bill.

The clause would introduce a new ...nciple of tax rebate to exhibitors ...h weekly box-office takes up to ...350, or $980. The rebates would ...ge from about $61.60 on weekly ...sses up to £125, or $350, to about ...50 on grosses up to £350.

It is calculated that those extremely ...odest amounts of Government be...volence would just about suffice to ...ep several hundreds of little thea...s in business. It is reasoned also

(*Continued on page 5*)

...503,904 Quarterly ...et for Technicolor

The consolidated net profit after ...es on income of Technicolor, Inc., ... the quarter ended March 31, is ...imated to be $503,904, equivalent ... 25 cents per share on the stock ...tstanding.

This compares with 36 cents and ... cents per share, respectively, for ... first quarters of 1955 and 1954.

...N.T. 26-Week Net Off ...lightly to $923,806

From THE DAILY Bureau

LOS ANGELES, May 2.—National ...eatres president Elmer C. Rhoden ...s reported to stockholders that the ...nsolidated net income for N.T. and ...bsidiaries for the first half of the ...rrent fiscal year was $923,806,

(*Continued on page 4*)



Quigley Publications Photo

AWARDS PRESENTATION, showing left to right, H. E. Bragg and Earl I. Sponable of 20th Century-Fox; Dr. John G. Frayne, president of SMPTE, and Martin Quigley, Jr., at the Statler Hotel here yesterday.

'Fame' Award to 20th-Fox For Developing C'Scope 55

For their notable contributions to the motion picture industry in the development of 55mm. CinemaScope, the Research and Technical staff of 20th Century-Fox yesterday was awarded the 1956 Quigley Publications "Fame" achievement award at the 79th semi-annual convention of the Society of Motion Picture and Television Engineers at New York's Statler Hotel.

Dr. John G. Frayne, SMPTE president, presented the award in behalf of Quigley Publications to Earl I. Sponable, director of the research and development division of Fox.

Noting that it was the first occasion that a "Fame" award had been presented to engineers, Sponable lauded the Fox staff members who devoted their efforts toward the development

(*Continued on page 4*)

Completing Plans For Rogers Hospital Collections July 16

Plans are nearing completion for the second annual theatre-audience collection during the week of July 16 for the Will Rogers Memorial Hospital and Research Laboratories. National presentation of the program will be made to the industry via a country-wide telephone broadcast on May 17. The broadcast will originate in New York City and will be received and amplified at points designated by the campaign distributor chairmen in all exchange cities.



S. H. Fabian

In making the announcement, S. H. Fabian, national chairman and fund treasurer, said, "It is absolutely necessary and imperative, for the continued

(*Continued on page 5*)

Funeral Rites Held For Robert Savini

Special to THE DAILY

ATLANTA, May 2.—Personnel from local film exchanges served as honorary pallbearers today at the funeral of Robert M. Savini, president of Astor Pictures Corp., who died in Miami on Sunday. Interment was at Crest Lawn, following rites conducted by the Rev. Father Hayes. Here from New York for the services were Fred Bellin, executive vice-president and general manager of Astor; Tony Tarell, comptroller, and Fred Sanders and Mirion Riseman, attorneys for Astor and Savini's interests.

Starts Wednesday

Set Schedule of Events for VC Conclave Here

May Select Successor to Late William McCraw

The calendar of events for the 20th annual four-day convention of the Variety Clubs International was disclosed yesterday as members of Tent No. 35, the host unit in New York, readied plans for the meetings which will open next Wednesday.



George Hoover

Final arrangements for the convention, estimated to play host to some 1,200 tent delegates, are to be made after the return of George Hoover, international chief barker, who is due back from a European trip, where he discussed organizational matters with tent officials overseas.

In this connection, it is reported that negotiations have been virtually completed to hold next year's convention in Britain.

Expected to be the largest meeting

(*Continued on page 5*)

Warner Stock Still Active in Market

In the face of official silence on all fronts concerning the widespread reports of offers by several principals for the Warner Bros. stock held by the Brothers Warner and their families, the company's shares continued to attract Wall Street interest yesterday. More than 20,000 shares were traded, with a fractional gain being registered.

Meanwhile, financial sources were inclined to discount reports that a deal is near. The most generally accepted belief is that offers have been made by interested bidders, and that's where the matter still rests.

PERSONAL MENTION

G. RALPH BRANTON, vice-president of Allied Artists and president of Interstate Television Corp., AA subsidiary, has arrived here from California.

•

MILTON R. RACKMIL, president of Universal Pictures Co., and AMERICO ABOAF, vice-president and foreign general sales manager of Universal International, have left here for Hollywood.

•

JACK COHN, executive vice-president of Columbia Pictures; A. MONTAGUE, vice-president and general sales manager, and A. SCHNEIDER, vice-president and treasurer, are in Hollywood from New York.

•

E. K. O'SHEA, vice-president and general sales manager of Magna Theatre Corp., has left New York for Memphis, New Orleans and Oklahoma City.

•

JESSE CHINICH, Western division manager of Buena Vista, has returned here from St. Louis and Salt Lake City.

•

ARTHUR SACHSON, Distributors Corp. of America general sales manager, will leave here today for Bermuda.

•

MARVIN ATLAS, assistant secretary of Loew's, Inc., will leave New York today for Chicago.

•

FRED WILCOX, director, will arrive in New York tomorrow from the Coast.

•

ALAN F. CUMMINGS, in charge of M-G-M exchange operations, will leave here today for Chicago.

•

DAVID MILLER, director, has arrived in New York from the Coast.

Chapman, Wisconsin Circuit Head, Dies

MILWAUKEE, May 2. — Simm Chapman, 50, operator of a chain of theatres in southern Wisconsin since 1951, died here, following a heart attack. Prior to becoming an exhibitor, he was a salesman for Columbia Pictures for 18 years.

Survivors are his wife, Nadine; two daughters and two brothers.

54 'Conqueror' Dates

Howard Hughes' "The Conqueror" will open day-and-date in 54 theatres throughout Chicago tomorrow, Walter Branson, RKO's vice-president, announced.

Candidates Listed For the Academy Board of Governors

From THE DAILY Bureau

HOLLYWOOD, May 2. — Candidates for the board of governors of the Academy of Motion Picture Arts and Sciences have been announced as follows:

Actors Branch: Hillery Brooke, Fred Clark, Wendell R. Corey, Ruth Hussey; **Administrators Branch:** G. Ralph Branton, Y. Frank Freeman, Jesse L. Lasky, Sol Lesser; **Art Directors Branch:** Henry Grace, Feild M. Gray, Edith Head, Wiard Ihnen, Charles Le Maire, Lyle R. Wheeler; **Cinematographers Branch:** John W. Boyle, Farciot Edouart, Irving Glassberg, Sol Halprin, Joseph Ruttenberg; **Directors Branch:** Frank Capra, Rouben Mamoulian, George Stevens, John Sturges; **Executives Branch:** William Hilliard Anderson, Robert F. Blumofe, Kenneth MacKenna, Fred L. Metzler, Joseph Nolan, Robert M. W. Vogel; **Film Editors Branch:** Fred W. Berger, H. Ellsworth Hoagland, William A. Lyon, Alma Ruth Macrorie, Ralph E. Winters;

Four Producers Named

Music Branch: Sammy Cahn, George W. Dunning, Hugo Friedhofer, Paul Francis Webster; **Producers Branch:** Pandro S. Berman, Walt Disney, Sol C. Siegel, William H. Wright; **Public Relations Branch:** Teet Carle, Albert M. Horwits, Barrett Kiesling, Joseph P. Reddy; **Short Subjects Branch:** Charles M. Jones, Herbert Klynn, Don C. McNamara, Harry Tytle; **Sound Branch:** John O. Aalberg, Philip E. Brigandi, Ralph A. Dupy, David Forrest, Lorin D. Grignon, Louis H. Mesenkop; **Writers Branch:** Helen Deutsch, Beirne Lay, Jr., Robert Pirosh, George Seaton.

TV Code Progress Reported by Leeds

Television Today

HOLLYWOOD, May 2. —Martin Leeds, executive vice-president of Desilu Productions and chairman of the producer committee in charge of developing a production code for television films, left here tonight by plane for New York on company business.

Leeds told MOTION PICTURE DAILY that most television film producers to whom tentative texts of the code recently were supplied, with an invitation to return with comments and recommendations, have done so, but that the co-relating of these for the final report is expected to take several weeks.

'City Sleeps' Set

RKO's production, "While the City Sleeps," will open on May 16 at the Criterion Theatre here.

UA Seeks 'Trapeze' Pre-Showing Bids

In a program to obtain key bids for "Trapeze" prior to the arrival in the United States of the first completed prints of the Hecht and Lancaster CinemaScope production, William J. Heineman, United Artists vice-president in charge of distribution, has prepared an affidavit attesting to his belief in the box-office power of the film and requesting "blue-chip" playing time.

The affidavit will be run as a trade ad and is being distributed by UA's sales personnel in the field.

Heineman recently flew to London at the invitation of director Sir Carol Reed to view "Trapeze" when it was being scored and edited. Saturation dating is requested for June 28, and the $2,000,000 program of national advertising and all-media publicity has been scheduled to provide maximum backing for this period, he pointed out.

Credit Group Elects Silverman Chairman

Samuel L. Silverman, of Film Precision Labs., has been elected chairman of the Motion Picture Industry Credit Group, which is composed of 34 film laboratories in New York, Washington and Chicago. Joseph A. Tanney, Cinema Supply Co., was elected vice-chairman. Committeemen elected were Kern Moyse, Peerless Film Processing Corp.; S. C. Robbins, Movielab Film Laboratories, and Anthony Termini, Termini Editorial Services.

The officers will serve for the year starting April 24.

12 Trust Actions Dismissed Here

Twelve anti-trust suits, involving more than $18,000,000, were dismissed with prejudice in New York Federal Court yesterday. In addition to the major companies, the defendants included Skouras and Metropolitan Playhouse circuits.

Among the plaintiffs were East Islip Theatre, Inc.; South Shore Theatres; Leff-Myers Corp.; Phoenix Theatre, Inc., and Tower Amusement Corp.

4 Record Companies Issue 'Searchers'

With May 26 set as the national release date for C. V. Whitney's production of "The Searchers," four recording companies have made available platters on the title song. The title tune has words and music by Stan Jones.

All recordings are available in both 78 and 45 RPM.

Hold Up Division of Japanese Licenses Pending Statistics

A complete division of the 10 Japanese import licenses allocated t the member companies of the Motio Picture Export Association will b made "within 60 to 90 days," it wa reported here yesterday.

According to a representative of th MPEA, the member companies ar currently operating under a "tem porary allocation of 87 licenses, which has been agreed upon betwee the MPEA and the Japanese govern ment.

Will Compile Market Data

The complete division of Japanes licenses, which will mark the first us of the global import formula agree upon in principle by the MPEA com panies, will take place in 60 to 9 days, the MPEA representative said "to allow each company to compil grossing statistics of the Japanes market, which would be the basis fo the allocation of the licenses."

The MPEA official stated tha MPEA board members, at thei weekly meeting here on Tuesday, dis cussed this Japanese license situatio He also said that the MPEA boar conferred on the Brazilian negotia tions for industry workers there, an the Berlin Film Festival where th entry of six American films has bee proposed. He said the titles of th pictures are not known at present.

WPIX Buys 17-Film Television Package

Television station WPIX has pur chased a package of 17 feature-lengt pictures from Telepictures, Inc., fo programming commencing next week it was announced by Fred M Thrower, vice-president and genera manager for WPIX here.

Included in the package are "Thes Desperate Men," "FBI Girl," "Scot land Yard Inspector," "Loan Shark "Steel Helmet," "The Tall Lie," "Th Gambler and the Lady," and "Hell Harbor."

Present Flaherty Awards

Awards in the seventh annual com petition for the City College Rober J. Flaherty Film Award were pre sented last night to two documentar films, "Out of the Darkness" an "The Naked Eye," at ceremonies i Central Needle Trades High School

Eastern Net Up

OTTAWA, April 29. — Easter Theatres, Ltd., recorded a net profi of $119,029 in 1955 against $105,55 in 1954, and the net per share ros to $5.72 from $3.30, with workin capital increasing to $205,441 fro $184,565.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

UNIVERSAL FILM EXCHANGES, INC.
445 PARK AVENUE
NEW YORK, N.Y.

OFFICE OF
C. J. FELDMAN

AN OPEN LETTER TO OUR CUSTOMERS:

There is one more machine needed in this electronic age business world--a practical device by which a man, in behalf of his Company, could personally convey thanks and appreciation to his customers for co-operation and consideration beyond the call of duty.

Lacking such a machine, I must take this means to salute the many good friends of Universal who really extended themselves to help make the 6th Annual Charles J. Feldman Drive an outstanding success.

The true measure of our appreciation will be reflected in the boxoffice quality of our forthcoming product and the maximum merchandising effort we shall put behind each picture.

Best wishes for summer-long good business.

Sincerely,

C. J. Feldman

Vice President and General Sales Manager

PEOPLE

Eric Johnston, president of the Motion Picture Association, will be the guest on **Theodore Granik's** "Youth Wants to Know" program over NBC-TV on Sunday afternoon.

□

Mrs. Jeanette Allen has been appointed manager of the Rock Hill, N. Y., Drive-in which will open for the season tomorrow. For three seasons she was cashier at the theatre.

□

Arthur Grant, industrial public relations specialist, has joined Paramount to handle that phase of the publicity campaign on **Cecil B. DeMille's** "The Ten Commandments."

□

J. Paul Popkin has been appointed production manager for T.C.F.-TV, 20th Century-Fox's television subsidiary, replacing **Richard L'Estrange,** who resigned.

□

Alfred Warren has been promoted from doorman to assistant manager of the Stanley Warner Strand Theatre in Albany, succeeding **Norman Contois,** who left to join the staff of the new Unadilla Drive-in, Unadilla, N. Y.

Special TV Films Promotion for 'Pride'

United Artists is "pioneering" a program of pre-planted television promotional features to be made during the location filming in Spain of Stanley Kramer's VistaVision production of "The Pride and the Passion," Roger H. Lewis, UA national director of advertising, announced.

The TV films have been planted with 20 stations in key market areas in advance of their actual production. Each of the series of five different exploitation features will carry an individual greeting by one of the stars to the specific station and to the city where it is being carried.

Adds Art House

COLUMBUS, O., May 2. — Louis Sher and Ed Shulman, operators of the Bexley Art Theatre here and a circuit of art houses in West Virginia, Kentucky, Michigan and Colorado, have acquired an art house in Milwaukee.

YOUR ORDERS FOR SPECIAL TRAILERS GET PERSONAL ATTENTION FROM FILMACK
SEND US YOUR NEXT SPECIAL TRAILER ORDER! FAST SERVICE! QUALITY WORK!
CHICAGO, ILL. 1327 S. WABASH
NEW YORK, N.Y. 341 W. 44th ST.

REVIEW:

The Revolt of Mamie Stover

20th Century-Fox—CinemaScope

THE CLASH OF TWO social worlds—that of Mamie Stover, who bases her flamboyant life on a money principle, and an American novelist whose romantic adventures keep closer to the norm of morality and common sense—are realistically presented in this 20th Century-Fox film produced by Buddy Adler and directed by Raoul Walsh. The harmony of CinemaScope and color by DeLuxe substantially add to the Sydney Boehm screenplay based on the novel of the same title by William B. Huie.

Selling points are numerous, with Jane Russell cast as Mamie, Richard Egan as the author, Joan Leslie as Egan's girl friend, and Agnes Moorehead cast as the owner of the dance hall where Mamie acquires a fortune. "The Revolt of Mamie Stover" in some ways recalls Adler's Oscar-winning "From Here to Eternity" in its general theme—war, women and romance. Mamie's song, "If You Wanna See Mamie Tonight" as recorded by the Ames Brothers promises to be an aid to the film's exploitation.

Miss Russell dominates the film as she sets about to make her fortune and shed her past. She meets Egan on a Hawaii-bound freighter after having been escorted by San Francisco police to the ship. Egan becomes interested in Mamie, who goes to work as a Honolulu dance-hall hostess and she soon finds great profits in it. The attraction between her and Egan continues, much to the dismay of Miss Leslie who is cast as the antithesis of Mamie in background, taste and aspirations.

As World War II breaks out after the Pearl Harbor attack, Egan is recalled by the Army and leaves with the idea that he and Mamie will marry when he returns. While in the Pacific, he views a photo of Mamie as the queen of the Honolulu dance hall and then recalls her promise that she was to quit the job and wait for his return. In the final scene, Egan confronts Mamie in the dance hall and tells her "it's no use. We're of different worlds." Mamie soon packs her bags loaded with her riches and returns to San Francisco, a stop-over, on her way to her old social world in Mississippi.

Director Walsh set a leisurely pace throughout the film which affords Miss Russell and Egan the opportunity to present the attitudes of two widely separated social levels.

Running time, 92 minutes. Adult classification. For immediate release.

JACK EDEN

Big Retailer Tieup on 'D-Day' Book, Film

More than 100,000 book, department, drug and chain stores are participating in a theatre-playdate keyed campaign on "D-Day, The Sixth of June," introducing a Bantam Book film edition of the novel on which 20th Century-Fox's CinemaScope production is based.

Launched in late April, seven weeks before the initial engagements of the drama, the campaign has been initiated by the distribution of 10,000 two-color blow-ups, measuring 22" by 28", for truck, A-board, window, wall and counter displays. Tack cards are also being distributed by some 300 agents of the Curtis Circulating Co., who are following through on the campaign, effecting promotions with key accounts and exhibitors in all major markets.

Disney Sets Releases

The national release date for two new Walt Disney theatrical features, "Davy Crockett and the River Pirates" and "Man in Space," has been set for July 17, Leo F. Samuels, president and general sales manager of Buena Vista, announced.

Gomalco, RKO Sign For Gobel's Second

HOLLYWOOD, May 2.—Gomalco Productions has completed negotiations with RKO Radio Pictures to produce "So There You Are," staring George Gobel in an original screen comedy by Goodman Ace, it was announced here today by William Dozier, RKO's vice-president in charge of production.

Filming is slated to start on July 16, with William Bloom as producer of the second Gobel picture, the first being "The Birds and the Bees" for Paramount.

Larry Kunz Dies

CLEVELAND, May 2. — Funeral services will be held tomorrow in the Maplewood Funeral Home for Lawrence (Larry) Kunz, about 40 years of age, who died Monday. He was the local sales representative for American Seating Company.

Theatre Missing $1,498

SAN FRANCISCO, May 2.—Police are investigating the disappearance of $1,498 in receipts from the Coronet Theatre here.

Fame

(*Continued from page* 1)

of the new technical process. In pa ticular he congratulated Herb Bragg, assistant director of the di sion, whom he called the "father CinemaScope 55," for his supervisi of the process; Otto Wantuch, Al Alden, Ralph Whitmore and Rori Hurd. Sol Halprin, director of Fo coast camera department, Lorin Gri non and Fred Leslie, who we unable to attend the ceremony, we also commended.

'A Team Job,' Says Sponable

In thanking Quigley Publicatio for the honor, Sponable remark "this has been possible only becau it was a team job, and we're thankf because we have the right men on o team," and he added, "my job largely to explain to Spyros Skour why it all costs so much and wh we can't do it sooner."

Martin Quigley, Jr., represente "Fame" and the other Quigley Pu lications at the presentation cer mony. The SMPTE equipment se sion was under the chairmanship Fred J. Kolb, Jr., who also expresse thanks that such an award was give to engineers and congratulated Spo able and his associates.

National Theatres

(*Continued from page* 1)

which is equal to 34 cents per sha on the 2,713,186 shares of comm stock outstanding.

Comparative figures for the prev ous year were $1,280,549, equal t 46 cents on 2,769,486 shares of com mon stock then outstanding.

Rhoden reported the net total gai from liquidation of unproductive an unprofitable real estate during the 26 week period was $202,000. He sai the total gain to date from the com pany's real estate liquidation progra has been $821,000, accruing from th sale of 24 theatre properties and 2 non-theatre properties.

Real estate operations, which Rho den said will convert an annual los of $20,000 into an annual gain o $25,000, include construction o store buildings in Wichita, construc tion of a super market in Stockton Cal., and similar operations else where.

The report said development work has been virtually completed and the company expects to be in production with its first picture in its new process shortly.

20th-Fox Has Four Films in Production

HOLLYWOOD, May 2. - Four major CinemaScope and color attractions are currently before the 20th Century-Fox cameras at the studios here and in Arizona, it was announced.

As part of the $100,000,000 production program embracing 34 films, the quartet now in work comprises "Bus Stop," "The Best Things in Life Are Free," "The Last Wagon" and "One in a Million."

Vational Pre-Selling

TRAPEZE" is the recipient of substantial assistance in the ay 15 issue of "Look," which should of considerable aid to theatres aying this U.A. picture.

Not only is the front cover devoted a production photo, taken at the cus in Paris, which features Gina a colorful circus costume designed herself, but six pages in the is- e are used to tell the story of 'rapeze." It opens on a full-color read which spotlights many of the st known clowns in Europe.

Action filled photos of Burt Lan- ster and Tony Curtis round out e story.

•

"Gaby" is advertised on the table contents page appearing in the ay issue of "McCall's."

•

"Mickey Rooney has lifted 'The old and the Brave' above ordinary ar movies" reports "Life" in the pril 30 issue. "On the eve of a ittle on the Italian front, Mickey, is face pure greed, gets hot at dice nd wins $30,000. His dream—the ost beautiful restaurant in Jersey—suddenly in his grasp."

•

The full-color cover on the May 6 sue of "This Week" will be devoted Eva Marie Saint. An underline on ne cover will call attention to a ory in the same issue written by ouis Berg, titled "The Girl With Hope." The story is about a visit Berg made to the set of "That Cer- ain Feeling," which stars Bob Hope nd Eva Marie Saint. A half-page olor photo of the two stars in a omantic embrace draws attention to he story.

•

Frank Sinatra, who is starred in Johnny Concho," "High Society" and Around the World in 80 Days," has he benefit of an entertaining and ympathetic biography whose opening nstallment started in the May issue f "Woman's Home Companion."

Production stills in full color from he three pictures mentioned are among the many photos used to il- lustrate this well detailed profile. 'Guys and Dolls," "The Man With the Golden Arm" and "The Tender Trap" also are represented photographically. In all, parts of eight pages are devoted to the first installment of the biography of Frank Sinatra.

•

Striking full-page ads on "Gaby" and "The Birds and the Bees" appear in the May issue of "Seventeen."

•

"The Birds and the Bees" gets a considerable plug in the May issue of "Coronet" in an article about Mitzi Gaynor titled "Bundle of Joy." The author says "Mitzi's pepper-pot pounce serves as a perfect counterpoint for George Gobel's laconic humor."

WALTER HAAS

Tax Move in Britain

(*Continued from page* 1)

that Chancellor Macmillan, having got his major and grim financial proposals through the Commons, may well be in a mood of sympathy with a body of hardly-pressed businessmen and at the cost to the country of a mere £2 million.

That stage of the bill will not be reached until early June, but lobbying of M.P.'s shows that many of them are prepared to challenge the Government on the issue. The little exhibitors are anxiously keeping their fingers crossed.

Home Market Called Vital

But significantly the document goes on to argue that a healthy production industry is essential "to the extent that it provides a healthy balance against what would otherwise be the need to show 100 per cent imported product." It concedes also the necessity of providing a secure home market for producers based on quota and "subject to certain qualifications direct financial assistance."

Those qualifications relate mainly to exhibitor arguments that tax relief is an essential pre-requisite to the continuance of the Eady Levy and also that quota percentages be fixed more flexibly and have regard to local conditions, the size of theatres and such things. CEA also demands that, although the levy be continued on a so-called voluntary basis, the industry should have the power to deal with wilful Eady defaulters.

But more importantly the Association's submission throws down proposals discriminating against Americans as, for example, the suggestion that tax relief be granted when a British film is shown or that the renters' quota be reimposed. CEA also doesn't want "divorcement" introduced here. "They consider," says the document, "that the danger of divorcement being followed, as in America, by shrinking output from British studios is considerable and consequently they do not favour it."

Good Films 'Always Welcome'

Americans may well be chiefly impressed with one passage in the submission which, although it is not expressly stated, clearly relates to the extension of Eady assistance to American films made here. "So far as any question arises as to differentiation between international pictures and domestic pictures," runs the document, "exhibitors do not feel they can say more than that good films will always be welcome and booked irrespective of their source."

Rogers Hospital

(*Continued from page* 1)

advancement of our hospital and its research accomplishments, that we look outside the family of industry employees for additional financial aid. Industry employees are generous in their contributions to the Christmas Salute—but more, much more, money is needed to enable the hospital to fulfill its serious purpose of caring for and healing the unfortunate among us who are stricken—of restoring health and useful lives to our people of showbusiness, and maintaining and expanding our research work, which benefits not only 'our own', but all mankind."

Top Executives to Participate

The kick-off broadcast meeting will be presided over by A. Montague, president of Will Rogers Hospital, and vice-president of Columbia Pictures. On the program with Montague will be Sam Rosen, associate chairman of the fund raising campaign and executive vice-president of Stanley Warner; Charles J. Feldman, national distributor chairman for Will Rogers, and vice-president and general sales manager of Universal Pictures, and Eugene Picker, chairman of the Will Rogers finance and fund raising committee, and vice-president of Loew's Theatres.

The special appeal trailer this year will feature Henry Fonda. The trailer's running time is less than two minutes, and it will be supplied gratis to theatres pledging their participation. Distribution will again be handled as an industry service through the courtesy and cooperation of National Screen Service.

V.C. Convention

(*Continued from page* 1)

in show business history, the 1956 convention at the Waldorf-Astoria Hotel will come to order at 10 A.M., Wednesday, followed by a luncheon, a convention meeting and an evening social at the Variety Club rooms in the hotel. Meetings are planned at 10 A.M., each day of the convention. Thursday's agenda includes the morning conference, a noon luncheon, an afternoon meeting at 2 P.M., and an evening tour of the city.

After the morning session and luncheon on Friday, delegates will meet again at 2 P.M., and again at 6:30 when a "Mardi Gras" is scheduled in the Grand Ballroom of the Waldorf. The annual Humanitarian Award will be presented by Variety International at the final banquet Saturday at 6:30 P.M.

Three Selections Listed

Delegates of Tent No. 41 in Dublin, Ireland, earlier announced their selections for the annual Humanitarian Award. As compiled by newspapermen in Dublin, the list includes Francis Cardinal Spellman, Henry Ford II and Dr. Sidney Farber, who has directed scientific research in the diagnosis and treatment of cancer.

A successor to the late William McCraw, Variety international executive director, who died earlier this year, may be named at the convention, it has been indicated.

Trade press editors will attend a special luncheon today at the Waldorf-Astoria Hotel, at which time Variety convention officials will outline final plans for next week's meetings.

Deprecates Quality

Sees Videotape Inferior Now to 35mm. Camera

While there are possibilities of reducing production time and costs in films by replacing the 35mm. camera with videotape, there is no immediate application of videotape and probably very little in the future.

Sees No Replacement

The belief is that of R. H. Snyder, manager of the motion picture department of Ampex Corp., who told members of the Society of Motion Picture and Television Engineers attending the organization's 79th semi-annual convention in New York that "any speculation on the replacement of the 35mm. camera by videotape is, in our belief, foolish at this time."

Snyder said cost and time reduction might be possible for a film director to shoot scenes simultaneously in film and videotape and immediately view the tape recording while the cast and sets are still assembled. But he asserted that video quality is not comparable with original film and fails to compare with the larger-negative film process.

Nine Papers Slated Today

Eighteen reports will be submitted at today's program on high-speed photography and sound recording. Nine papers will be read at the photography morning and afternoon programs to be held at the Hotel Statler. Ten reports and a panel discussion on the use of pre-striped magnetic film will constitute the morning and afternoon programs on sound recording.

Television will occupy the spotlight as the SMPTE convention concludes tomorrow, with the emphasis on closed-circuit TV, the use of TV by the military in time of war and the technical developments in film recording, color kinescope recording and lensing processes.

Paramount Engineer Tells SMPTE of New Developments

Development of a new high efficiency rear projection screen that will give maximum scope to transparency shooting and enhance the dramatic values in that filming technique were announced yesterday by Dr. Charles R. Daily, Paramount Pictures studio optical engineer.

Double Brightness Claimed

In a paper read by him before the convention of the Society of Motion Picture and Television Engineers at the Hotel Statler here, Dr. Daily revealed that Paramount and Stewart-Translux Corp. have jointly succeeded in creating a rear projection screen that permits images of 40-foot width and that yields nearly double that brightness on the regular 28-foot-wide screen it replaces.

EVERYTHING ABOUT IT IS

BIG!

Spectacular CinemaScope and Technicolor vistas never before possible! Teeming with mammoth thrills out of Africa's darkest heart!



"SHOULD BE TOP GROSSER!"
Daily Variety



COLUMBIA PICTURES presents A WARWICK Production

VICTOR MATURE · JANET LEIGH

SAFARI

with

JOHN JUSTIN · ROLAND CULVER

LIAM REDMOND · EARL CAMERON · ORLANDO MARTINS

Screenplay by ANTHONY VEILLER · Directed by TERENCE YOUNG · Produced by IRVING ALLEN and ALBERT R. BROCCOLI

CINEMASCOPE Color by TECHNICOLOR

Watch for the BIG exploitation campaign from Columbia

REAL WHITE HUNTER P. A. TOUR! American-born Wally Jones, technical adviser on "Safari", and actual African Safari guide and White Hunter will make eight-week sweep of key cities in advance of picture! Theatre, TV, Radio and Lecture appearances, using actual Mau-Mau and other African materials!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 79. NO. 87 NEW YORK, U. S. A., FRIDAY, MAY 4, 1956 TEN CENTS

mmerce Report

ilm Exports n Jan. Total 1,019,292

,362,510 Ft. Exposes ositive Features Sent

From THE DAILY Bureau

WASHINGTON, May 3. — Motion ure exposed positive features ex- ted by American companies during uary of 1956 were valued at 019,292, according to a Depart- nt of Commerce report, which dis- ed that the U.S. producers shipped 362,510 linear feet of film to for- n nations during that month.

The biggest shipment of exposed itive film went to Brazil in Janu- , 2,443,603 linear feet which was ued at $59,497, the U.S. agency d.

The agency reported that the ited Kingdom received 922,957 ar feet of film, valued at $80,904; nada, 1,136,764 linear feet, $65,- ; Italy, 1,285,540 linear feet, $59,- 5, and Australia, 968,800 linear t valued at $53,404. Shipments of valued under $50,000 were also

(*Continued on page* 15)

reminger in New ive-Year UA Deal

Special to THE DAILY

CANNES, May 3.—Otto Preminger concluded a new production-dis- bution agreement with United tists calling for three motion pic- es in five years, it was announced re today by Max E. Youngstein, e-president of United Artists.

Under the terms of the pact, the t project will be a screen version George Bernard Shaw's "Saint n," which Preminger will produce d direct.

The Shaw stage classic has never en filmed before.

Preminger, now in Cannes as the nerican judge at the Cannes Film stival, acquired the screen rights to aint Joan" from the trustees of the

(*Continued on page* 15)

IATSE's District 10 To Salute Walsh at Industry Testimonial

District No. 10 of the International Alliance of Theatrical Stage Employees will honor IA president Richard F. Walsh with a testimonial dinner tomorrow evening at the St. George Hotel, Brooklyn, Thomas Murtha is chairman.



Richard F. Walsh

Walsh will be honored for his election to the executive council of the combined AFL-CIO. He currently is in Washington attending a special meeting of the

(*Continued on page* 14)

Market Interest in Warner Stock Cools

Stock market interest in Warner Bros. shares cooled yesterday, following the denial by Jack L. Warner, vice-president in charge of production, on the Coast that a deal for the family stock holdings was being negotiated with Lou Chesler, Toronto industrialist, whose PRM company recently acquired the Warner film

(*Continued on page* 14)

$190,000 Pledged At UJA Luncheon

More than $190,000 was pledged yesterday by 50 leaders of the motion picture and amusement industry of New York City at a special luncheon called by Barney Balaban, president of Paramount Pictures, to launch the 1956 United Jewish Appeal of New York drive.

Leon Goldberg, amusement industry division chairman, expressed gratification to the industry leaders for the "unsurpassed generosity" of their pledges to the campaign. Samuel D. Leidesdorf, UJA treasurer, also addressed the luncheon, calling attention to the present crisis in Israel and the necessity of resettling and rehabilitating refugees from North African danger spots.

Elaborate Plans Set For Variety Clubs' Gotham Convention

A figure of international prominence will present the Humanitarian Award at the Variety Clubs International banquet Saturday evening, May 12 at the Waldorf Astoria. Plans for the banquet, the annual Heart judging to take place Friday and the other social and business events of the Variety Clubs convention which opens next Wednesday were discussed yesterday by convention of-

(*Continued on page* 13)

More U.S. Help

NFFC Aiding Fewer Feature Films in U.K.

27 Assisted in 1955-56 Against 35 in 1954-55

By PETER BURNUP

LONDON, May 3.—A reduction in the number of feature-length films produced with financial assistance of the National Film Financing Corp. for the year ending Mar. 31, 1956, has been reported by the NFFC in its annual report which was released here today.

"An increasing number of British films are being set up in conjunction with American-controlled distributing companies," the report disclosed, "and it seems likely that while this state of affairs continues, the proportion of British films made without NFFC assistance will continue to increase."

Accordingly the NFFC disclosed that only $3,151,128 was advanced to British film companies during the past fiscal year that ended March 31,

(*Continued on page* 15)

Honor Boyce Nemec At SMPTE Dinner

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, who has tendered his resignation, effective June 1, was honored by the organization here last night at SMPTE's convention banquet at the Statler Hotel.

Dr. John G. Frayne, SMPTE president, presented Nemec with a scroll during the banquet in acknowledgement for his contributions toward the growth of the society. Signed by both Frayne and Wilton R. Holm, secretary, the scroll read: "The Board of Governors of SMPTE unanimously commend Boyce Nemec whose foresight, initiative and complete devotion to duty as executive secretary of SMPTE have been a major contribution in bringing the Society to its present high level of prestige and accomplishment."

U.S. Tops in Production, Distribution

Films Still World's First Medium Of Entertainment, UNESCO Finds

The weekly total of spectators attending motion pictures equals one-tenth of the world's population, according to the third annual report on world communications published by the United Nations Educational, Scientific and Cultural Organization.

The report describes facilities throughout the world for conveying information and ideas by press, radio, film and television. It embraces world press and its readers, network of news agencies, radio's worldwide audience, major film producers, newsreels across the globe and their production and distribution, and treats television.

The UNESCO survey states that "in recent years various new techniques have been evolved for film production and distribution, and it would appear that, despite the challenge of newer media, the cinema has

(*Continued on page* 4)

A SPECIAL SECTION PPEARS IN THIS ISSUE ON "ALEXANDER THE GREAT" ... BEGINNING ON PAGE 5

PERSONAL MENTION

DR. JOHN G. FRAYNE, president of the Society of Motion Picture and Television Engineers, has returned to Hollywood from here.

•

CLAUDE MUNDO, administrative assistant to the president of Theatre Owners of America, will leave here today for Billings, Mont.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, has returned to New York from Boston.

•

IRWIN ALLEN, producer-director-writer, has arrived here from the Coast.

•

ROY BREWER, Allied Artists exchange operations supervisor, is in Dallas from New York.

•

AB WEISBORD of M-G-M's advertising department will leave here today for the Coast.

•

HUGH MAGUIRE, Paramount branch manager, is in New York from Buffalo.

•

JOHN G. MOORE, Paramount Eastern division manager, was in New York yesterday from Boston.

•

RICHARD NEWTON, British actor, returned to London from New York yesterday via B.O.A.C.

•

EDMUND C. DE BERRY, Paramount branch manager in Cincinnati, is in New York from there.

•

ARTHUR HORNBLOW, JR., will return to New York tomorrow from London.

•

JACK SHAINDLIN, musical conductor, is in Hollywood from here.

•

LIONEL SHAPIRO, writer, is in New York from the Coast.

Bader Is Reelected President of AMPA

David Bader was reelected president of the Associated Motion Picture Advertisers, Inc., for 1956-57, at a luncheon meeting held at the Hotel Piccadilly here yesterday.

Also reelected was Hans Barnstyn, treasurer. Other officers elected were Blanche Livingston, vice-president; Bob Montgomery, secretary, and Marcia Stern, recording secretary. Elected to the board of trustees for a three-year term was Vincent Trotta. Elected to the board of directors were Lige Brien, Martin Davis, Steve Edwards, Ed Kestenbaum and Burton Robbins.

SMPTE in Final Sessions Today as Convention Ends

Sessions on the recent technical uses and development of television will dominate today's final meetings at the Statler Hotel of the 79th semi-annual convention of the Society of Motion Picture and Television Engineers.

The practicality of and the use of closed-circuit TV will be presented in two research papers this afternoon to be presented by Ken Thomas of the Office of Naval Research at Port Washington, L. I. and John R. Howland of Thompson Products, Inc., Michigan City, Ind. Television's asset to the military in the fields of intelligence and communications will be the subject of the paper submitted by Lt. Col. Norman Gray and Lt. James C. Jangarathis, both of the Army's Pictorial Center at Long Island City.

Four Papers on Lenses

All four papers due for presentation this morning concern lens developments, optical problems in TV, improvements in black-and-white recording for color TV and color kinescope recording. Engineers submitting papers include Frank G. Back of Zoomar at Glen Cove, L. I., Joseph Belcher of the General Precision Laboratory at Pleasantville, N. Y., William L. Hughes of Iowa State College and C. H. Evans and R. B. Smith of the Rochester, N. Y. office of Eastman Kodak.

A high-speed photography committee session at 2 P.M. this afternoon concludes the committee meetings for the five-day convention, which opened here on Monday.

Reelect All Officers Of Boston IA Local

BOSTON, May 3.—At the annual election of officers of Local 182, IATSE, the entire slate of officers was reelected to serve for another year. Re-named were president, Joseph Caplan; vice-president, Walter Diehl; financial secretary, Benjamin Bearman; recording secretary, James Gibbons, and treasurer, Jack Rosenberg. Ralph Frazier was reelected business agent.

The executive board is made up of Morris Goldman, Joseph Nuzzolo, Sr., and Frank Laby. Delegates to the national convention elected were Walter Diehl and Morris Goldman, who will serve a two-year term.

SPG Art Exhibit

The third annual Group Art Exhibit of the Screen Publicists Guild, District 65, AFL-CIO, is under way and will continue through May 31 at the fourth floor art center of the union building here.

Future Policy Before Figaro Board Today

The board of directors of Figaro, Inc., will convene in New York today for conferences concerning the independent producing company's future policies. Joseph L. Mankiewicz, Bert Allenberg, Abraham Bienstock, Robert Lantz and Julius Lefkowitz will attend the conferences, which are scheduled to last for two days.

The board also will meet with Robert Benjamin and Arthur Krim of United Artists, distributor for forthcoming Figaro productions. These include Graham Greene's "The Quiet American," slated for production in Indo-China; David Karp's "Good Old Charley Faye," to be produced in New York City this summer, and a story based on Elizabeth I of England and Mary, Queen of Scots, which Figaro has commissioned biographer-novelist Frances Winwar to write.

National Film Service Board Meets Monday

Board of directors of National Film Service will meet at the Astor Hotel here on Monday to hear a progress report on NFS activities and to discuss future plans. Announcement of additional accounts to be serviced in the company's 33 depots will be made, as well as a review of the billings, collections and servicing of Walt Disney's Buena Vista exchanges, which NFS has handled since 1954.

Attending the sessions will be James P. Clark, president, Philadelphia; Myer Adleman, Philadelphia; L. D. V. Benton, Atlanta; M. H. Brandon, Memphis; Earl Jameson, Kansas City; Chester Ross, vice-president, New York; Ira S. Stevens, general manager; Oliver Trampe, Milwaukee, and John H. Vickers, Charlotte.

Page Ads Heralding 'Mamie Stover' Here

"The Revolt of Mamie Stover" in CinemaScope, 20th Century-Fox attraction bowing on May 11 at the Capitol Theatre here, is receiving blanket attention in the greater New York area through a current series of 11 full-page and page-dominating newspaper ads by Abraham & Straus as part of a major tie-up on the romantic drama.

Hitting all seven metropolitan newspapers with one and two insertions each, the ad campaign is keyed to an all-expense-paid, round-the-world trip sponsored by the Brooklyn department store. The winner will be selected by Richard Egan, topcast with Jane Russell in the film, at a store drawing tomorrow.

. . . NEWS ROUNDUP

'Invitation' to Bow at Plaza

The American premiere of M-G-M "Invitation to the Dance," starri Gene Kelly, will take place during t latter part of May at the Plaza Th atre in New York.

■

Craft Workers Earnings U

Craft workers in studios averag $118.70 in weekly earnings in Mar for a 40.2-hour work week, whic compares with February's $116.91 f a 39.8-hour week, according to t monthly report of the California D vision of Industrial Relations. Ave age earnings in March, 1955, we $124.95 for a 42.6 hour week.

■

To Renovate Mexico Studio

Plans have been disclosed by Clas Studios, Mexico's oldest motion pi ture plant, for the renovation of i offices at a cost of $400,000. Th Ministry of the Interior, the goverr ment unit which supervises film ma ters, will appoint a committee to d termine the type of films to be pr duced in the renovated studio. Clas Studios, Mexico City will be close for six months during the reconstruc tion.

■

United Artists Plays Ball

The United Artists softball tean member of the Federated Softba League, opened its 1956 season in game with Sesac Music Corp. in Cer tral Park. The 18-man UA squad managed by Don Base of the com pany's tax and insurance departmen has an 18-game schedule this year.

■

'Carroll' Acquires Fernande

Carroll L. Puciato, president o Carroll Pictures, has concluded ar rangements with Cite Films for th distribution of the French-Italian co production "The Baker of Valorgue," starring Fernandel. The picture wil be released in early summer.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GRACE ALEC LOUIS
KELLY-GUINNESS-JOURDAN
in "THE SWAN"
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢

PEOPLE

Michael Redstone and **Nathan** amins have been appointed co-chair-en for the 1956 convention of In-ependent Exhibitors, Inc. of New ngland, a unit of Allied States, to held Oct. 15-16 at Winchendon, ass. **Edward Lider,** president, is eneral chairman.

□

Joseph Liss, district manager for anley Warner Theatres in Massa-usetts, critically injured in an auto cident last June, returned to orcester Hospital last week for an eration. Recuperating at his home Lawrence, Mass., Liss' return to his oston office is indefinite.

□

Bob Montgomery of Paramount's me office publicity staff has been signed to the special public rela-ns unit under **Maxwell Hamilton** ndling **Cecil B. DeMille's** "The en Commandments."

□

Gianina Pappalardo, a member of e Shea Theatres executive staff at uffalo for over 25 years, has resigned accept a position with the Buffalo nvelope Co. She joined the Upstate . Y. cricuit in 1930.

□

Nathan Yamins, head of Yamins heatres of Fall River, Mass., was ected to a second term as president Temple Mishkan Telifla at Rox-ury, Mass.

□

Gordon F. Hayes, former Western les manager for CBS Radio Spot ales, has been appointed general anager of that department with eadquarters in New York. He re-aces **Wendell Campbell,** vice-presi-ent in charge of CBS Radio Spot ales, who resigned.

□

Paul Petroff, formerly with Trans-m, has joined MPO-TV where he ill serve as art director in charge scene design and creation of spe-al effects.

□

Ridgway C. Hughes, a former sales romotion manager for NBC-TV, has joined the ABC Television Network assistant manager of the sales dept. ughes was employed by ABC from 946 to 1948 as a presentations writer nd later as director of presentations.

□

Theodore B. Grenier has been pro-oted to chief engineer of ABC's estern division, effective June 1. e served as supervisor of technical erations of the television division Paramount Pictures from April, 946, to August, 1950.

Calls for Quality Product at Home

Far East Represents Big Potential For American Industry: Goldwyn

From THE DAILY Bureau

HOLLYWOOD, May 3.—Japan represents a huge potential for the American film industry, as does the rest of the Far East, Samuel Goldwyn said today. The producer, who returned from his first visit to the Orient, stated that modern-day Japan, while now a great customer for American films, will continue to improve as one.

Back from attending premieres of his "Guys and Dolls," an M-G-M release, in Tokyo and Hong Kong, Goldwyn declared that last year, 70 per cent of the 195 foreign films shown in Japan were American. Average revenue for an American picture in Japan is from $140,000 to $150,000, but top United States films bring in more than $400,000 each, he revealed. Total industry revenue in Japan for 1955 amounted to 33 billion yen, or $92,000,000, he said.

Nippon Has Taxes, Also

"Exhibitors also have their admission taxes in Japan," Goldwyn declared. "Average admission is 75 yen, which is 21 cents. One third of this goes for taxes. Normal admission for American pictures in the large cities is 200 to 350 yen, or from 38 to 84 cents. However, prices for 'Guys and Dolls' were raised to from 250 yen to 500 yen. As evidence of the popularity of American films which I observed, 'Guys and Dolls' did 6,500,000 yen in the first week in Tokyo, exclusive of the charity premiere. The second week, it only fell off between eight and nine per cent. The third Sunday was almost as good as the first Sunday."

The Japanese producers made 422 features of their own in 1955, Goldwyn said, which represents a substantial increase of 367 the year before and 302 in 1953.

Japan Has 4,000 Theatres

There are now approximately 4,000 theatres in Japan, with Japanese exhibitors very anxious to install the latest equipment, according to the producer. There are 684 CinemaScope installations at the present time, and new anamorphic projection equipment is being installed in from 30 to 40 houses a month, he said.

The motion picture audience of Japan for 1955 is estimated at 877,000,000, which means that each person sees an average of 10 pictures a year, Goldwyn declared.

Television is also gaining in popularity—with the country having 200,000 sets now, and increasing at the rate of 10 per cent per month, according to Goldwyn.

Switching his comments to the subject of conditions existing at this time in this country, the producer declared:

"Exhibitors who believe increased number of pictures would solve their problems are living in a dream world. No pictures except good pictures can make money for exhibitors or producers today, and good stories are fundamentally necessary for making good pictures. Good stories, as everybody knows, are too scarce to meet the demand if a larger number of pictures is to be produced.

Calls Story 'Best Guarantee'

"Producers are working harder today than ever before. They are facing greater risks than ever, because greater costs are incurred than ever before and pictures have to gross twice their cost to break even. A good story is best guarantee of success, and that is why producers are bidding huge sums for them."

Goldwyn's next picture will be selected from one of three ideas he has under consideration, and will be started late this year or early next, in black and white. "Color is wonderful when used with the proper subject," he explained, "but many subjects do not require it."

Goldwyn intends to visit England, France, Germany, Italy, and possibly other countries, before the end of the year, timing his visits to coincide with "Guys and Dolls" openings.

'Stranger' Grosses Big in Tel Aviv

Stanley Kramer's production of "Not as a Stranger" set a new grossing record for United Artists during its run at the Tamar Theatre in Tel Aviv, Israel, where the picture has already taken in a huge 20,740 Israeli pounds.

Goes Up in World

Diane Lindsey, secretary to Charles Cohen, assistant Eastern advertising and publicity director for Allied Artists, has left the company to become an aerialist and showgirl for the Ringling Brothers circus, currently at Madison Square Garden here.

Show Epilepsy Film At V.C. Convention

A 20-minute short subject film on epilepsy, "The Dark Wave," will be screened for the first time next week at the Variety Clubs International convention to be held at the Waldorf-Astoria Hotel here.

Albert G. Gorson, executive director of the Variety Foundation to Combat Epilepsy, who arranged the showing of the CinemaScope film, said that it is fictional but scientically authentic. Its purpose, he said, is to promote a better understanding of epilepsy, which he regarded as the most misunderstood of all disorders that afflict the human race.

On May 21

TOA, Allied to Move Ahead in Joint Efforts

A furtherance of the "mutual alliance" pact between Theatre Owners of American and Allied States Association is expected to come about when the leaders of both national exhibition groups will meet to discuss the distributor testimony presented before the Senate Small Business subcommittee in Washington on May 21.

Four from TOA

Executives of both TOA and Allied have announced their intentions to be present at the one-day SSBC hearing. TOA is sending a committee of four, Alfred Pickus, George Kerasotes, Herman Levy, and Alfred Starr to Washington while Allied president Rube Shor and general counsel Abram F. Myers are expected to attend.

Shor, in New York last week, announced that TOA would be extended an invitation to "sit in and listen in" to the Emergency Defense Committee meeting when the Allied board of directors convenes on May 22 in Washington. It was indicated that the SSBC testimony would be thoroughly discussed and reported upon to the Allied board and EDC and might result in a continued alliance and a furtherance of both organization's efforts to achieve relief to pertinent industry problems.

Presently in Accord

At present, TOA and national Allied are in accord as to having sales policies and film rentals included in the industry arbitration draft and in securing governmental approval of having divorced circuits engage in production with pre-emptive rights to their own theatres. Officials of both national groups met with the Department of Justice on these matters, but the Department was "non-committal," it was reported following the meeting.

Besides their efforts on these problems, the TOA and Allied leaders are certain to discuss the Federal admission tax campaign, which TOA is supporting and which national Allied is not.

'Peerless Knight' Top RKO Entry

HOLLYWOOD, May 3.—"The Peerless Knight," a drama of the life of Roderigo Diaz Vivar, the national hero of Spain and champion of Christianity against the Moors, yesterday was placed on RKO's production slate for development as one of the studio's most important 1957 projects by William Dozier, vice-president in charge of production. "The Peerless Knight" will be filmed entirely in Spain with the co-operation of the Spanish government.

TV Grows Rapidly In World: UNESCO

The growth of television has spread across the globe so rapidly in the past few years, and is continuing to expand with such speed, that general data can provide only an approximate picture of a changing world situation, the United Nations Educational, Scientific and Cultural Organization states in its report on world communications.

UNESCO reported that TV is rapidly encroaching on the place previously held by radio and that the impact of educational TV is only beginning to be felt. The agency said that there are only three continents relatively untouched by TV: Africa, Asia and Oceania, where TV growth has been slow.

Settle N.E. Trust Suit For Smaller Amount

BOSTON, May 3.—The anti-trust case of Roy Burroughs, operating the Strand, Amesbury, and the Strand and Premier, Newburyport, has been settled for a fraction of the $750,000 in trebled damages that was asked. One report was that $70,000 was the sum awarded the plaintiff. The case was first heard before a master, Marcus Morton, who found that the plaintiff was not entitled to recover the damages he claimed. The action then went to the U. S. Federal Court before Judge Francis Ford and a jury.

In his suit, Burroughs claimed that the new Port Theatre in Newburyport, built and operated by Warner Circuit Management and Massachusetts Amusement Corp., was erected in an effort to squeeze him out of business. He brought action against the Warner circuit, Massachusetts Amusement Corp. and Warner Brothers Film Distributing Corp.

Attorneys for Burroughs were Claude Cross of Withington, Cross, Park & McCann and John Saltonstall of Hill, Barlow, Goodale & Homans. The defendants were represented by Robert Meserve and John Hally of Nutter, McClennan & Fish, with Stuart Aarons of New York.

Mo.-Ill. Convention Set for Late August

ST. LOUIS, May 3. – The Missouri-Illinois Theatre Owners Association will hold its annual convention here during the last week in August. A membership meeting will be held at the Lebanon Country Club, Lebanon, Ill., on June 12. Bernard Temborius will be the exhibitor host.

Loew's Books 'Kiss'

United Artists has set 18 day-and-date openings on the Loew's circuit in mid-June for the CinemaScope suspense film, "A Kiss Before Dying," it was announced by William J. Heineman, UA vice-president.

UNESCO Tribute to Films

(*Continued from page* 1)

retained its pre-eminent role in the world of entertainment."

The report on motion pictures is broken down into six sections—one for each part of the world. Regarding Africa, UNESCO says that the most active producer there is Egypt, where completed production averaged 69 features in 1953, and French Morocco, where 15 companies make a number of features yearly in Arabic, French and English. Many Egyptian films are exported to African and Asian countries, the report reveals, adding that there is also limited production in Tanganyika and the Union of South Africa. The output of newsreels and other information films has considerably increased in recent years in Africa, UNESCO says, but says that the United States continues to be the main source for features and other films.

Commenting on African exhibition, UNESCO says that there are 368 theatres in Union of South Africa and 365 in Egypt.

U.S. Position Outstanding

In the section devoted to North America, UNESCO reports that the U. S. continues to hold a dominant place in world production and distribution. With the exception of certain European countries and continental China, most countries depend on the U. S. for at least 70 per cent of all features exhibited. U. S. studios annually produce some 350 features, which enjoy worldwide distribution and publicity facilities, it pointed out.

"Mexico is the second largest producer in the Americas and its films are exported to some 30 countries. There is a limited output of features in Canada, Guatemala, Jamaica and Puerto Rico. In newsreel production, the U. S. leads with 800 issues a year, with Canada, Cuba and Mexico also active in this field," the UN agency said.

19,000 Theatres in U.S.

In discussing the exhibition side of the industry, UNESCO said that the U. S. has a total of 19,000 permanent theatres, 4,000 of which are drive-ins. Total seating capacity, now at 10 million, shows a decrease over previous years. Owing largely to increasing competition from television, some 6,000 permanent theatres have closed down since 1946. Annual attendance per person is now 16. Canada has 1,906 permanent theatres and 174 drive-ins, and a total seating capacity of about one million. Many of the countries in the Caribbean area have increased the number of the theatres also, among them being Panama, to 60, the Dominican Republic, 74, and Mexico, 2,062, the report reveals.

Little Change in So. America

Film making in South America, UNESCO reports, has shown little change, as Argentina is still the largest producer with an average 39 features annually and the biggest exporter of product, to over 15 countries. Of all features shown in South America, the U. S. supplies between 70 to 90 per cent, the report discloses. Argentina and Brazil have adopted legislation to help local film production, and in Paraguay and Peru the exhibition of local newsreels is compulsory, UNESCO says.

Asian feature production has shown no sign of recession, as Japan has made 302 features, only 50 less than the U. S. A. in 1953, and thus surpassed India, which until 1952 was the world's second largest producer, UNESCO said. Japanese and Indian films are now regularly exported to other Asian countries and to Europe as the Far East has increased its demands for films, especially in Chinese, the report stated.

Advances in Asia

Commenting on Asian exhibition, UNESCO reported that the number of theatres has risen to where there are 3,750 in Japan and 2,000 in India. In continental China, the present total of 800 theatres is also increasing as a network of theatres are being built. Theatre attendance in 1953 was 30 per cent higher than in 1952, the report said.

"Europe has not lagged in production," UNESCO states, pointing out that its output now represents a large portion of the world today, with Italy, the German Federal Republic, France and the United Kingdom being the main producers. In discussing the motion picture production situation throughout Europe, UNESCO reveals that in the U.S.S.R., all features produced are automatically shown on TV in that country.

Russia Well Supplied

Reporting on film attendance, UNESCO states that it had been relatively stable in Eastern Europe and the U.S.S.R. "The U.S.S.R. now has 40,000 theatres of all types, including 35,000 in the villages. Its total of projectors approaches 60,000, about half of them being used in mobile units.

Some decline in attendance has been noted in Scandinavia, the low countries and the United Kingdom, although attendance in the latter country is the highest in the world, 25 per person annually. In the German Federal Republic, there is an attendance rate of 14 per person, while in Italy there is an attendance rate of 16 per person—equal to the U. S. rate, and the third highest in the world," the report disclosed.

Few Features Made 'Down Under'

In Oceania—Australia and New Zealand—only a few features are made annually, UNESCO said. Throughout Oceania, about 80 per cent of all features shown come from America and film attendance is a feature of the vast area, it was said.

UNESCO, commenting on documentary and educational films, said that this type of product is bound to play an increasingly important role as a medium of education and information among the world's people.

REVIEW:

Stranger at My Door

Republic

A CONVINCING portrayal by Skip H meier, supplemented by good pe formance by MacDonald Carey a Patricia Medina, boosts this into th better class of westerns. While theme veers away from the tradition western story, it nevertheless has elements of suspense and human em tions that are bound to please th theatre-going public.

Homeier is cast here as an outla who despises good and all it stan for. With a principle that life to hi "is a good horse and a clean pistol he moves in with Carey and Mi Medina on a western farm aft masterminding a bank robbery. Car and Miss Medina, as his wife, reali their new guest is an outlaw, but s out to convert him to religious way

Stephen Wootton, as Carey's so emerges as quite a hero in this sto and screenplay by Barry Shipma Homeier reveals a great liking for th youngster, treating the freckle-face boy as a companion. During gunpla (when the sheriff, Louis Jean Heyd comes to arrest Homeier) Wootton injured and Homeier subsequent takes off to shoot the sheriff in r venge. However, Carey gives cha and intercepts Homeier before he c kill the sheriff. Homeier is shot b lives long enough to return to th ranch where he sees that the youn ster is alive and well.

Production and direction were b Sidney Picker and William Witne respectively. Music by R. Dale But adds much to the scenes. Romance depicted lightly but is integrated in the plot to supplement the suspens and gun-play.

Running time, 85 minutes. Gener classification. For May release.

J. E.

Legion Lists Three In 'B'; One in 'C'

Three films have been classified objectionable in part and another condemned by the Legion of Decenc in its latest listings.

Rated Class B, objectionable i part, were the United Artists' releas "The Killing," 20th Century-Fox "The Revolt of Mamie Stover," an RKO's "While the City Sleeps." Co demned was the Times Film releas of the Swedish film, "The Nake Night."

Bunin Forms Firm To Produce Shorts

The formation of Harlequin Pr ductions for the purpose of produc ing short subjects for theatrical an television distribution has been an nounced by Lou Bunin, president o Punch Films.

The company, composed of Bunin George Pickow and Oscar Brand, wil produce films in both live action an three dimensional animation.

Critics Laud 'Alexander'

IN SAN FRANCISCO

"'Alexander' is quality film. Tops . . . beautifully executed epic film. Should be popular for many years to come."

—San Francisco News

☆ ☆ ☆

"Campaign scenes some of the finest action scenes ever filmed. Entertaining."

—San Francisco Examiner

☆ ☆ ☆

IN ST. LOUIS

"Robert Rossen has been tremendously successful in 'Alexander the Great.' Magnificently played by Richard Burton, 'Alexander' emerges through the huge battle scenes that all but burst from the CinemaScope screen."

—St. Louis Post-Dispatch

☆ ☆ ☆

IN NEW YORK

"Spectacular entertainment. . . . Exciting pageant. . . . Eye filling and spectacular. . . . Truly mammoth scenes . . . the sound and fury and the violence and bestiality of men and animals crashing in combat 2300 years ago makes a colorful and thunderous show."

—The New York Times

☆ ☆ ☆

"Staggering in its enormity as well as its concept. . . . Writer-producer-director Robert Rossen has carved himself a whopping slice of historical biography. . . . Sweeping battle scenes in which all the panoply and color of ancient armed conflict are visually capitalized upon."

—New York Daily Mirror

☆ ☆ ☆

"Excitement seekers will find their wants amply filled. . . . Numerous vast battle scenes ranking in scale and ferocity with anything ever filmed."

—New York World-Telegram and Sun

☆ ☆ ☆

"Highest rating. . . . 'Alexander' is a stupendous film. . . . An absorbing historical picture."

—New York Daily News

☆ ☆ ☆

IN MAGAZINES

"Huge eye-popping spectacle. . . . In all respects impressive. . . . This movie epic is visually exciting . . . upon a giant canvas. . . . Drama filled with picturesque panoply and eye-filling pageantry. . . . Grimly absorbing. . . . Stirring, well-written, beautifully pictured and nobly acted. . . . A fascinating spectacle. . . . The performances by the huge cast are of a uniformly high level. . . . All contribute mightily toward making this the impressive picture that it is."

—Cue

☆ ☆ ☆

"Big . . . Impressive . . . Colorful and spacious. . . . Mr. Rossen, who filmed this picture in Spain, does a grand job. . . . Plenty of interesting pageantry."

—The New Yorker

Colossal at Boxoffice, Too

'Alexander' Grosses Are Great In Wide Variety of Situations

Confirming advance estimates of its boxoffice power, "Alexander The Great" is setting all-time United Artists and theatre records in a wide variety of situations across the country.

At the Capitol Theatre on Broadway, the multi-million-dollar CinemaScope epic has rolled up the greatest opening grosses in UA's 37-year history and is now in its seventh smash week.

In setting new marks from coast to coast, "Alexander The Great" has registered holdover runs of four weeks at the Chicago Theatre in Chicago, Loew's Stillman in Cleveland and the New in Baltimore. Three-week holdovers have been set at the Paramount in Denver, the United Artists in San Francisco, the Capitol Theatre in Washington, and the Colony Theatre in Miami.

Other extended engagements of the widely-acclaimed spectacle include runs of two weeks or better at Loew's in Atlanta, Buffalo, and St. Louis and Houston, the Music Hall in Seattle, the Paramount in Portland, the Crest in Sacramento, the Melba in Birmingham, the Five Points in Jacksonville, Loew's Riviera in South Miami and the Carefree in West Palm Beach.

On the basis of its record-shattering performance in regional debuts, the Rossen production has been set for a 300-date Decoration Day saturation booking.

'Alex' Bow in London Matches US Success

Duplicating its tremendous boxoffice performance in the United States, "Alexander The Great" has matched the greatest grosses in UA history in its British premiere engagement at the Odeon Leicester Square Theatre in London.

Greeted with rave reviews following its internationally-televised premiere, the multi-million-dollar Robert Rossen production has played for six weeks to capacity and near-capacity houses.

The unique drawing power of the CinemaScope spectacle is underscored by progressively bigger grosses following its smash opening.

Produced, directed and written by Rossen, "Alexander The Great" was three years in the making with a cast of more than 7,000. The epic spectacle was filmed on location in Spain.

Record Field Force Boosting 'Alexander'

The largest field force ever employed by United Artists, 50 exploitation specialists in number, is backing regional and subsequent run engagements of Robert Rossen's epic production of "Alexander the Great."

Maximum local support for the $1,000,000 campaign, which has already reached an estimated audience of 125,000,000 people in the United States and Canada, is assured by this record field staff. Ranking with the greatest promotion ever accorded a film, this campaign features the unprecedented use of double-truck advance newspaper ads in key cities across the country, saturation TV-radio coverage, and a $251,000 national magazine program.

The exploitation force is working in conjunction with exhibitors and co-op merchants.



JUMBO PROMOTION. In Cleveland, colossal ballyhoo stressing the epic spectacle in "Alexander The Great" employed elephants and "slave girls" in a round-the-town parade. Huge advance ad and publicity drive is spotlighting 300 Decoration Day dates in key areas around the country.

Gala Pre-Selling

Magazines, TV, Newspapers in Big 'Alex' Push

Behind the record-breaking boxoffice performance of "Alexander the Great," stands the greatest promotional effort in United Artists' 37-year history—a $1,000,000 all-media campaign launched before production started in Spain and geared to carry through subsequent engagements.

Set in motion by United Artists' advertising, publicity and exploitation staffs under the supervision of national director Roger H. Lewis, the vast pre-selling program combines a $251,000 slate of magazine ads, a tie-up program entailing $340,000 worth of merchant advertising, an advance newspaper ad schedule employing unprecedented two-page displays, and a 17-week series of personal-appearance tours comprising 157 key-city stands.

Magazine Ads

The magazine ads, carried to a combined readership of 147,000, include full-page, four-color displays in The Saturday Evening Post, Life, Good Housekeeping, Look, This Week, Harper's Bazaar, Pictorial Review and Family Weekly, with a black-and-white insertion in Parents' Magazine.

The newspaper supplement slate is spotting full-page displays in mass-circulation supplements in key market areas with a total circulation of more than 43,000,000. In addition to the page units, the roster of attention-getting ads include teasers and small-space insertions stressing the unusual excitement and massive spectacle in "Alexander."

Publicity Drive

Coordinated with the jumbo ad slate is a block-busting publicity drive that has landed a 13-page spread in Life magazine, the largest ever accorded a film by the top-circulation publication. The newspaper phase of the campaign has rolled up 24 full-page spreads and more than 100 ticket-selling publicity layouts of from a quarter to a half page.

More important over-the-counter support is coming from the $345,000 co-op program of merchandise tie-ins. Participating in this phase of the campaign, which is coordinated with local openings are such organizations as American Airlines, Shields jewelry, Sally Victor hats, Gemex Watch bands and Sherwood Archery, as well as many others.

Additional pre-selling is being triggered by Dell Publications' promotion of an "Alexander The Great" comic book, at 110,000 drug stores, newsstands and other book outlets. Bantam Books is drumbeating the spectacle through intensive sales promotion of the 35-cent edition of "Alexander of Macedon" at 63,000 retail locations.

Mammoth Pressbook Offers Hundreds of Angles, Accessories

Containing a detailed showmanship blueprint for both large and small situations, the "Alexander The Great" pressbook is packed with ideas and materials for circus-style ballyhoo, merchant support, contests, special displays and school promotions.

The king-size exploitation manual measures 18 x 24 inches and carries on its cover a full-color adaptation of the unprecedented double-truck ad being run in key newspapers across the country.

Accessories

The attention-building accessories illustrated in this giant ticket-selling showman's guide include fluorescent valances, streamers, a color standee for lobbies, a two-color tabloid herald, free TV spot trailers and radio spots, lobby records, telops and slides, art mats for coloring contests, and study guides and film strips for school promotion.

The ads, stressing the bigness and spectacle of "Alexander the Great," range all the way from the 4800-line two-page displays to teasers, to run ahead of the major campaign, and a variety of small-space units.

Local Promotion

The roster of national merchandising co-ops available for local theatre promotion includes Dell Publishing Company's "Alexander the Great" comic book and Bantam Book's movie edition of "Alexander of Macedon," Shields jewelry, Simplicity Patterns, American Airlines, Sally Victor hats, Gemex watch bands, Wohl shoes for women, Ceil Chapman fashions, Campus Girl lingerie and Burma-Bibas ties.

The publicity section of this giant pressbook contains a full-page tabloid feature, for which a mat is available free; a four-column cartoon feature, for which a free mat is also available, and more than 20 stories about the multi-million-dollar CinemaScope production and its personalities.

Parents Magazine Cites "Alexander"

"Alexander the Great" has been awarded the Parents' Magazine Medal of Special Merit, recommending the multi-million-dollar epic to 7,000,000 school children, parents and teachers throughout the United States and Canada.

The publication and its Parents' Institute are intensively ballyhooing "Alexander" through radio plugs over 450 stations, publicity in a chain of children's magazines, library displays, school projects, Parent-Teacher organizations and discussion groups.

LIFT UP

SELLING 'ALEXANDER' ON STREET



Campaign for the New Theatre in Baltimore, typical of the excitement-building promotions across the country, kicked off with trumpeting fanfare by this quintet of "Grecian" heralds.

CRITICS' RAVES FOR 'ALEXANDER'

CLEVELAND ☆ DENVER ☆ CHICAGO ☆ HOUSTON
LOS ANGELES ☆ DALLAS ☆ SAN FRANCISCO

"Alexander overpowers through sheer magnitude."
—Cleveland Plain-Dealer

☆ ☆ ☆

"Romantic, fictionalized monumental movie with scenes of barbaric passion and violence. Overwhelming picture. Intensely real and human."
—Denver Post

☆ ☆ ☆

"Excellent spectacle. Richard Burton plays 'Alexander' in regal fashion. Courtly scenes of revelry . . . overwhelming scenes of battle."
—Rocky Mountain News

☆ ☆ ☆

"Fabulous deeds told in 'Alexander the Great.' Gigantic in scope. Produced on a grand scale."
—Los Angeles Herald and Express

☆ ☆ ☆

" 'Alexander' magnitude staggering. Warmly human . . . quiet scenes of tenderness . . . fabulous episodes."
—Los Angeles Examiner

☆ ☆ ☆

"A mighty eye-filler. Authentic, literate, spectacular with more emotional and dramatic elements than you expect. Well worth a visit."
—Dallas Morning News

☆ ☆ ☆

"Great spectacle . . . distinguished drama."
—Chicago Sun-Times

☆ ☆ ☆

"A massive, meaty film."
—Chicago Tribune

☆ ☆ ☆

"One of the most impressively spectacular films ever to hit the screen."
—Chicago American

☆ ☆ ☆

" 'Alexander' is great . . . continuous battlefield action with mounting interest. . . . Richard Burton is superb."
—Chicago Daily News

☆ ☆ ☆

"Epic of heroic proportions. A beautiful picture from every standpoint. Good entertainment."
—Houston Chronicle

☆ ☆ ☆

"Historic splendor. Breathtaking spectacles . . . superb scenery . . . costumes that outshine the dreams of Darius and gory battles that enthrall. Exciting indeed."
—San Francisco Chronicle

Campaign Registers 305 Million Plugs For U.A.'s Biggest

The huge number of times the news of "Alexander the Great" has reached moviegoers in the U.S. and Canada totals 305,867,228 printed impressions.

This mammoth penetration includes newspaper ads, led by the unprecedented double-trucks announcing the key-city openings, and full pages in color in The Saturday Evening Post, Life, Look, Good Housekeeping, This Week, Harper's Bazaar, Pictorial Review and the Family Weekly.

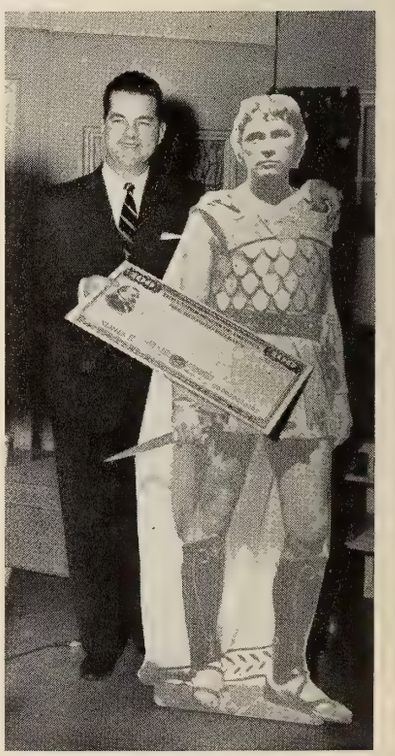
Big Breaks

The flood of publicity breaks before and during the key city runs of "Alexander the Great" include a 13-page spread in Life, a four-color spread in Colliers, a six-page layout in Pageant, a double-truck feature in American Magazine and an impressive display in Time.

Banner Plugs

There have also been banner plugs in Colliers, Coronet, Cosmopolitan, Seventeen, Tempo, Adventure, Day and Night, Business Week, American Weekly, The Saturday Review and key fan publications.

Newspaper attention, the most impressive ever to back a UA release, comprises 24 full-page spreads on the production and its personalities, and more than 100 breaks ranging from a quarter- to a half-page. Appearances by the stars and key production personnel on television have rolled up more than 300 plugs.



TV PENETRATION. In Washington, a saturation video promotion for "Alexander" featured a ten-day limerick contest sponsored by WTTG with U. S. savings bonds as prizes.


NQUERED THE WORLD
V...
MOTION PICTURES!


THE COLOSSUS WHO CONQUERED THE WORLD
NOW...
THE COLOSSUS OF MOTION PICTURES!
ROBERT ROSSEN presents RICHARD BURTON · FREDRIC MARCH · CLAIRE BLOOM
ALEXANDER THE GREAT
with
BARRY JONES · HARRY ANDREWS · STANLEY BAKER · NIALL MacGINNIS
and DANIELLE DARRIEUX
Written, Produced and Directed by ROBERT ROSSEN
THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

"ALEXANDER" SPECIAL SECTION NEW YORK, U.S.A., FRIDAY, MAY 5, 1956 5

Record-Setting 'Alexander' In New Saturation Booking

"An Early Entry in the '56 Oscar Sweepstakes"

The reviewer for the St. Louis Post-Dispatch has acclaimed Robert Rossen's multi-million-dollar CinemaScope production of "Alexander the Great" as "An early entry in this year's Academy Award sweepstakes."

Describing the epic qualities of UA release, which was three years in the making with a cast of more than 7,000, the same review states, "Not since 'Gone With the Wind' has a film brought history to the screen with such impressive grandeur."

1st 21 'Alex' Dates Score 21 Holdovers

Robert Rossen's record-grossing spectacle, "Alexander the Great," has been held over in its first 21 dates.

This multi-million dollar CinemaScope epic, shaping up as United Artists' all-time box-office success, has been hailed by critics across the country for its brilliant entertainment and production values.

The massive historical spectacle, which was three years in the making, has broken box-office records from coast to coast with holdovers in the following situations: Atlanta, Loew's Grand; Baltimore, New Theatre; Cleveland, Loew's Stillman; Dallas, Majestic Theatre; Loew's Buffalo; Denver, Paramount Theatre; and Fort Lauderdale, Florida Theatre.

Also: Houston, Loew's Theatre; Jacksonville, Five Points Theatre; Los Angeles, Fox Wilshire Theatre; Miami, the Colony and Florida Theatres; New York, Capitol Theatre; St. Petersburg, Phiel Theatre; St. Louis, Loew's State; San Francisco, United Artists Theatre; South Miami, Loew's Riviera; Tampa, Palace Theatre; Washington, D. C., and Capitol Theatre, West Palm Beach, Carefree Theatre and Chicago, Chicago. Written, produced and directed by Robert Rossen, the Technicolor epic stars Richard Burton, Fredric March, Claire Bloom and Danielle Darrieux.

$1,000,000 UA Campaign Rolling Up Vast Audience for Decoration Day Openings of Rossen Blockbuster

The same block-busting campaign that sparked history-making runs in New York, Chicago, Los Angeles, Atlanta, Baltimore, Ft. Lauderdale, Jacksonville, Miami, St. Petersburg, South Miami, Tampa, West Palm Beach, Buffalo, Cleveland, Dallas, Houston, Denver, St. Louis, San Francisco and Washington, will back the Decoration Day saturation bookings of "Alexander the Great."

Key features of this record $1,000,000 promotion include spectacular circus-style ballyhoo, intensive TV-radio plugging, city-wide store support, contests, school tie-ins, personal appearance tours, saturation newspaper advertising and all-media publicity.

Campaign Clicks

Pre-opening penetration in the areas set for saturation dating is now being launched by UA's expanded field force of 50 men.

To date, the overall campaign has been one of the most exciting and productive in the history of United Artists, judged in terms of theatre grosses, newspaper tear sheets, radio and television coverage, personal appearances and blue-chip merchandising tie-ups.

Circus Style

The circus-style bally, which so successfully tied together the all-media pre-selling campaign on the local level in the opening key city engagements, will be followed by UA's staff of field men, who will push this gigantic Decoration Day saturation booking. The large-scale newspaper campaign will also be sustained and combined with intensive use of radio and TV.

Specific elements of the area exploitation will include parades of elephants, racing chariots and mammoth floats carrying "slave girls" and "Grecian warriors." Youth groups, athletic organizations and patriotic societies will figure prominently in the Decoration Day promotion of the multi-million-dollar CinemaScope epic.

Rossen's Epic Sets UA Mark at Capitol

With an opening week of more than $100,000, "Alexander the Great" has racked up the greatest grosses in U.A.'s 37-year history at the Capitol Theatre, New York, where it is now in its sixth week.

U.A.'s first release, "His Majesty, the American," was the first film to be shown at the Capitol when it opened in 1919.

Tie-Ups Alert Millions to 'Alexander'

The vast scope and multi-million-dollar production values of "Alexander the Great" have been spotlighted in one of the greatest cooperative merchandising efforts ever to support a film.

In this great tie-up campaign, which includes such diverse fields as jewelry, women's fashions, men's furnishings, goods, books, transportation, music and schools, a wide variety of merchants are involved, including department stores, specialty shops, music and book stores.

Varied Media

Additionally, newspapers, national magazines, trade and fan publications, college and high school papers, neighborhood weeklies and shopping papers are combined in an intensive radio and television program to bring the "Alexander the Great" co-op campaign before the public.

An outlay of approximately $345,000 is being spent for the merchandise campaign which supports United Artists' own $1,000,000 promotion of the multi-million dollar epic.

The tie-up campaign has been coordinated with regional openings and the precedent-setting series of "Alexander" personal appearance tours which blanketed the country with 157 key city stands.





BLOCKBUSTER. Moviegoers across the country, like these in St. Louis (at top) and New York (immediately above), have lined up for "Alexander The Great," setting all-time United Artists and theatre records in smash regional premieres of the multi-million-dollar CinemaScope spectacle.

Circus Stunts On a Colossal Plan Ballyhoo "Alexander" in Key Cities Coast-to-Coast



Charioteers get the crowds in St. Louis with run through shopping district. Crowd-building stunts stressed the spectacle of "Alexander."



Helmeted "Grecian" infantrymen, like these in Cleveland, will spearhead opening day hoopla for Decoration Day saturation promotion.



City bus in Houston provides rolling bally for "Alexander." Contests, TV support and wide-ranging co-ops are keynoting $1,000,000 campaign.



Lavish float in Los Angeles is one of the stunts that kept them coming. Big exploitation triggered greatest openings in United Artists history.



This elephant, with youngster in the catbird seat, carried "Alexander" campaign to millions with an appearance at network telecast in Miami's Orange Bowl. Many youth organizations are participating.

V. C. Plans

(*Continued from page* 1)

cials and editors of the trade publiations.

Martin Levine, general convention hairman, predicted the best attendnce in Variety history, and in this e was borne out by Harold Klein, hief barker of the New York Tent, ho said New York members and ie industry at large were preparing xtensive and enthusiastic welcome lans. A registration of at least 1,300 expected, Levine said, and the list ill include representatives from ents in England, Ireland, Mexico nd Canada.

Sessions Each Day

Business sessions will be held every ay, culminating in the Heart judging n Friday and the election of officers aturday, but the social end of the alendar will be just as active with ncheons Wednesday, Thursday and riday, a boat ride around Manhattan sland Thursday night, a Mardi Gras all Friday night and the concluding anquet Saturday night, to be atended by leaders in all branches of he industry.

It will cost $75,000 to stage the onvention here, it was disclosed. ent 35, the host, will have an opportunity to recoup the outlay from onvention registration fees and revnue from the souvenir convention ournal.

New Idea: Convention Cruise

The bid by the London, England, ent for next year's convention reortedly has cooled in the past several lays. In the running now are Las Vegas and Miami, as well as the Inernational organization which, if it were authorized to play host, would harter an ocean-going vessel for a veek as its convention quarters.

Meanwhile, the convention committee reported that an all-star band will participate in a celebration party to be held next Friday evening in the grand ballroom of the Waldorf-Astoria.

Among those who will attend are Benny Goodman, Artie Shaw, Paul Whiteman, Tommy Dorsey, Jack Teagarden, Bobby Hackett, "Peanuts" Huccho, Russell Swan, Polly Bergen and musicians from many of the name bands.

Start 9 Pictures, 8 Finish; 35 in Work

HOLLYWOOD, May 3. — Start of nine new pictures in various topical categories, offset numerically by completion of eight others, brought the over-all count of films in photographic stages up to 35.

Started were: "Chasing Trouble," (Allied Artists); "A Man Is Ten Feet Tall," Jonathan Prod., and "The Power and the Prize," (Metro-Goldwyn-Mayer); "Public Pigeon Number One," (RKO Radio); "Best Things in Life Are Free," CinemaScope, Technicolor (20th Century-Fox); "Five Steps to Terror," Grand Prod. (United Artists); "Tammy," CinemaScope, Technicolor, and "I've Been Here Before," (Universal-International); "The Old Man and the Sea," WarnerColor (Warner Bros.).

Completed were: "Night Target," (Allied Artists); "It Conquered the World," Sunset Prod. (American International Pictures); "Beyond a Reasonable Doubt" and "Back from Eternity," (RKO Radio); "The Day the Century Ended," CinemaScope, color (20th Century-Fox); "The Sharkfighters," Goldwyn, Jr., Prod., CinemaScope, color (United Artists); "The Mole People," (Universal-International); "Toward the Unknown," Toluca Prods., WarnerColor (Warner Bros.).

REVIEW:

Bhowani Junction

MGM—CinemaScope

THE BOX-OFFICE TEAM of Ava Gardner and Stewart Granger may well catapult this MGM production to a place as one of the top films of the year for its vivid portrayal of adventure, romance and the undercurrent of human emotions as pictured in the India of 1947 in the original novel by John Masters. Both stars are perfectly cast for the CinemaScope-Eastman Color production directed by George Cukor and produced by Pandro S. Berman.

As in the novel on which it is based, the Sonya Levien and Ivan Moffat screenplay, brings India, and particularly the Pakistan region of "Bhowani Junction" (a railroad terminus), alive and characterizes the turmoil that swept the country during Communist uprisings. These riots are historically reproduced—with the aid of thousands of Pakistan and Indian natives—to successfully add realism to the production.

The supporting cast of Bill Travers, Abraham Sofaer and Francis Matthews capably assist Miss Gardner and Granger in presenting the riot-torn history of India. Both major stars are superlative and give convincing performances as the film's heroes.

At the outset, Miss Gardner, an Anglo-Indian girl, is seen returning to Bhowani Junction amid riots and confusion which have necessitated the calling in of British troops. Commanding the troop is Granger, a colonel, who is pictured as being domineering and forceful in his attempt to quell the uprisings. As Miss Gardner was an officer with the Women's Auxiliary Corps of the Indian Army and is at the Junction on leave, Granger orders her back into service—a move he feels will enable her to work at the railroad junction in an administrative capacity. Romantic turmoil enters in the shape of Bill Travers, a traffic superintendent of the railway, who displays his love for Miss Gardner, a childhood sweetheart.

HUMAN EMOTIONS are bared in several instances, particularly when Miss Gardner, ridiculed as being half Indian and half British, is renounced by Travers. She subsequently tears herself away from him, vowing to search for herself and find allegiance—either to India or Britain. During this unrest, she slays a British captain who attacks her and, in her attempt to conceal this, flees to the home of Matthews, cast as an Indian worker at the railway terminal, who assists her. While there, she meets the Communist terrorist responsible for the turmoil and feels indebted to him when he disposes of the body of the slain British officer.

Under questioning by military officers, Miss Gardner hides the truth of the murder. However, during a visit to another community she describes the entire murder event to Granger who casts away any hatred he previously had for her and becomes quite willing to support her in her story. Tried by court-martial for the murder, she is declared innocent on the grounds that the murder was committed in self-defense. Suspense is intensified later as Miss Gardner is kidnaped by the terrorist who attempts to leave Bhowani Junction and escape the dragnet set up by military troops and police. Granger rounds up enough troops to save Miss Gardner and to kill the terrorist in his fruitless attempt to escape. Granger pledges his love for her and proposes marriage as the film ends.

The box-office potential is augmented by the scenes of Pakistan turmoil and the convincing portrayals of British heroes by Miss Gardner and Granger. Technically, the direction is taut but the screenplay sets a lesiurely pace to accommodate the suspense, drama and romance. The countryside, as photographed by F. A. Young, comes alive to add visual splendor to a fine film.

Running time, 110 minutes. General classification. For immediate release.

JACK EDEN

TENT TALK

Variety Club News

BALTIMORE. — Baltimore Variety Club, Tent No. 19, has scheduled a Preakness Dinner Dance, to be held May 18, the evening prior to the Preakness Race at Pimlico. It will take place in the Southern Hotel ballroom, with Meyer Davis' Orchestra furnishing dance music. The price has been scheduled at $30 per plate. Proceeds will be for the Variety Club's Heart Fund. The affair is being sponsored by Variety and the Maryland Jockey Club.

△

BUFFALO. — Mrs. Irving Cohen has been chosen president of the Women's League of Tent No. 7, Variety Club of Buffalo. Newly elected officers will be installed May 17 in the Delaware avenue headquarters of the club by Chief Barker Elmer F. Lux. Mrs. Cohen succeeds Mrs. Marvin Atlas, who automatically becomes a member of the board. Also elected were: Mrs. Audrey Wagner, first vice-president; Lux, second vice-president; Mrs. Samuel Geffen, third vice-president; Mrs. Leonard E. Belling, recording secretary; Mrs. Herman Bleich, corresponding secretary; Mrs. Frank B. Quinlivan, financial secretary.

△

MIAMI BEACH.—The swimming pool in front of the new Jordan Marsh department store has been put to good use—it serves as a "collection box" in which customers may drop money contributions for Variety Club's Children's Hospital.

△

OTTAWA.—The Ottawa Theatre Managers' Association will present a big variety show at the Capital Theatre on Saturday in aid of Variety Village for crippled children, including a stage show and a special preview contributed by Paramount Pictures.

△

CLEVELAND. — Local Variety Club, Tent No. 6, will be represented at the national Variety convention in New York by Jack Silverthorne, past chief barker; Dan Rosenthal, first vice-president, and Milton Grant, second vice-president. Current chief barker Marshall Fine cannot attend because of the daily expectance of an heir.

Harry Strong Dies; Funeral Tomorrow

TOLEDO, O., May 3. — Funeral services will be held Saturday for Harry H. Strong, president of Strong Electric Corp., who died here today. He was 69 years old. Rites will be held at the Bennett West Gate Mortuary.

Industry in Mexico Charges Films Hurt By Theatre Shortage

Special to THE DAILY

MEXICO CITY, May 3.—A lack of theatres to show Mexican films has been criticized by the Mexican film trade here, which has reported some 75 local films have been shelved due to the crisis.

At present, there are but four local first run theatres playing Mexican films, while the remaining 133 houses have booked foreign product. The trade has asserted that the addition of two more first-run houses would go a long way toward solving the problem.

Mexican producers have reported that long runs of several foreign films have contributed to the problem. "Madame Butterfly," an Italian-Japanese co-production, has played 13 weeks at one house, while Columbia's "Footsteps in the Fog" has completed a six-week engagement at another theatre. A French film, "Rififi," has played to viewers at another house for 21 weeks.

Goodson and Todman To Make 3 for Col.

Columbia Pictures and the television producing team of Mark Goodson and William Todman have signed an agreement under which Goodson and Todman will produce three motion pictures for theatrical release by Columbia, it was announced yesterday by Columbia president Harry Cohn.

One of the three features will be based on the television series, "The Web," which Goodson and Todman have produced for video release by Screen Gems, Columbia's television subsidiary.

The names of the two additional properties will be announced shortly, and the first of the productions will start before the end of 1956 for release in the 1957 season.

To Cite George Gobel

BOSTON, May 3.—George Gobel on Sunday will be cited for "sportsmanship in comedy" by the Sports Lodge of B'nai B'rith at a dinner at the Sheraton Plaza Hotel here. The star of Paramount's "The Birds and the Bees" will receive the award in the presence of hundreds of government, civic and sports leaders, including Governor Christian Herter, Mayor Hynes, Jesse Owens, Bob Lemon, Bob Feller, Al Lopez, Hank Greenberg, Julius Helfand, Rocky Marciano, Leo Durocher, Jim Pearsall, Bob Porterfield.

'Ali Baba' in English

An English version of the French color picture, "Ali Baba," starring Fernandel, is now being completed in Paris by Jules Buck, former 20th Century-Fox producer. Theatrical & Video Corp. has United States and Canadian rights.

Asides & Interludes

—by Al Steen

WHO would have thought, 20 years ago, that the Society of Motion Picture Engineers some day would add television to its interests and that a T would be added to its name so that the society would be known as SMPTE? On the other hand, didn't old-time music self-instruction ads say: "They laughed when I sat down at the piano?" Maybe they laughed because there wasn't any stool there. But the point is that just 20 years ago this month the industry was getting a little uneasy about the prospects of TV competition; so much so that "Motion Picture Herald" decided to do a little investigating. And that publication brought out the fact in its May 23, 1936, issue that one of the top scientific minds of the industry stated that he was "exceedingly unexcited about the prospects of a television picture that can, by any stretch of fancy, be considered competitive with the picture that film puts on the theatre screen."

☆ ☆ ☆

To go a bit further, industryites in 1936 *were poo-pooing a report that an almost perfect television picture, life size and in color, had been demonstrated secretly in a telecast from London to New York. Sure, the report was a hoax, but, as the saying goes, "Great hoax from little acorns grow."*

☆ ☆ ☆

Let's go on. That May 23, 1936, issue of the "Herald" stated that statisticians of the Federal Communications Commission felt that "no motion picture producer would sell the air rights to a picture for a few thousands when that same film might gross $1,000,000 or more at the theatre box office."

There's no particular moral to these observations. Or is there?

☆ ☆ ☆

The established companies that year announced that they would produce 856 *pictures. So far this year the total lineup forecast is about* 350. *There must be a joke there some place. Of course, there are claims that the fewer pictures are due to the long runs now in vogue. Which reminds us of the story of the actor who once boasted of the long run he had on Broadway. After his first performance he ran from* 43*rd Street to upper Broadway with a howling mob chasing him.*

☆ ☆ ☆

In June of that year, 1936, Allied States Association held its annual convention in Cleveland and one of its platform planks was the divorcement of production-distribution from exhibition. Well, the divorce finally came. Judging by some remarks heard at Allied's convention in Cleveland this last February, some exhibitors wish there could be a reconciliation and that the parties would re-marry.

☆ ☆ ☆

An exhibitor in New Hampshire writes us that his cashier got a telephone call in her booth the other night and the caller said, "My kids are screaming that they want to see a movie tonight. What's playing?" And the cashier said, " 'There's Always Tomorrow'." And the prospective patron replied, "I know it. But they want to come tonight."

☆ ☆ ☆

At a pre-screening dinner the other night, a waiter asked a trade press reviewer if he'd like a shrimp cocktail. The waiter got an affirmative answer. When the trade paper guy was given a bowl of shrimps, he hollered. "My gosh, I thought a shrimp cocktail was a small martini."

Oh, all right. I heard the gag some place before. But it's not bad.

☆ ☆ ☆

The late Bob Savini (bless his soul) used to kid about the remark of the actor who boasted that he was in "The Birth of A Nation," to which Bob had the reissue rights for so long. The actor said he was the guy who ran for the doctor. Now there's the thespian who claims he's the guy who supplied the Vaseline for "The Seven Year Itch."

'U' Employee Mark Set

HOLLYWOOD, May 3. — This week Universal-International set a new all-time high in employment with 2,276 on the company payroll. March's 2,238 was the previous highest figure.

Robert Waithman, 49

LONDON, May 3.—Robert Waithman, 49, British newspaperman and former associate producer of J. Arthur Rank's monthly newsreel, "This Modern Age," died at his home here of a heart attack.

Walsh Salute

(*Continued from page* 1)

AFL-CIO executive council and w return here in time for the banqu

Besides honoring Walsh, the D trict also will salute the harmo among government, management a labor. Among the guests representi these various segments will be R sell V. Downing, president and ma aging director of the Radio City M sic Hall; George Meany, preside of the AFL-CIO; Mayor Robert Wagner of New York City, a Deputy Commissioner Charles Halloran of the New York State D partment of Labor.

Warner Stock

(*Continued from page* 1)

library up until 1948 for $21,000,0

In Toronto yesterday, Ches added his own denial to Warne that a deal is in work. Toronto fina cial circles insisted, however, that gotiations had been in progress up Monday, when they were terminate

The Warner stock, which had ris more than two points on the N York Stock Exchange this week a was being traded in a volume in e cess of 20,000 shares daily throu Wednesday, dropped off to half t number in yesterday's trading. T stock remained at its high for t year, however, at fractionally over 2 Financial district sources insist th there is interest in acquiring the W ner family shares in several quarte and that, while no deal appears be imminent, further developme are possible at a later date.

Du M. Broadcasting Shows Book Loss

The Du Mont Broadcasting Corp., wholly owned subsidiary of Allen Du Mont Laboratories, Inc., operat at a book loss of $93,096 during t first 13 weeks of 1956, but still w able to show a small cash profit b fore depreciation, Bernard Goodwi president, has announced in a lett to stockholders.

Goodwin said that "we will not able to maintain this pace during t summer months of 1956, and expe to show a cash loss before depreci tion for the first nine months of 195 Thereafter we expect to show prof after depreciation, which, neverth less, may not be sufficient to ov come the losses prior thereto 1956."

TNT Closed Circuit Telecast for G.M.

A closed-circuit telecast of t dedication ceremony of the n General Motors technical center w be presented in 61 cities in the U. and Canada on May 16 to more th 18,000 people, it was announced h by Theatre Network Television.

The telecast on screens averagi 12 by 16 feet will originate fro Warren, Mich.

ilm Exports

(Continued from page 1)

ed in the Department of Commerce report.

The Commerce statistical report o disclosed that American comnies imported 327 positive feature nts of foreign pictures during Jany, 1956, in comparison to the 312 itive feature prints imported in nuary of 1955.

Most from Britain

The largest number of import prints ne from the United Kingdom from ich 165 were brought into the U.S. distributors. Mexico was second the list with 38 prints and was lowed by Hong Kong with 37 and an with 36. The breakdown also ed the Bahamas 16, France 15, est Germany 8, Chile 4, Italy 4, land 2, Canada and Belgium, one ch.

The Department of Commerce also ealed that during January of this r, American companies imported t feature film negatives from over-s countries.

82 from Mexico

The report stated that 82 negative ture prints were imported from xico, nine from Brazil, eight from ng Kong, eight from Panama, five m Japan, three from West Gerny, three from the Philippines, two m Canada, one from Egypt and e from Australia.

reminger Deal

(Continued from page 1)

aw estate in London. He plans to rt production this year, following mpletion in France of "Bonjour stesse," for M-G-M release.

Preminger previously produced two ited Artists' films, "The Moon Is ue," which was released in 1953, l "The Man With the Golden m," now in release.

Youngstein is in Europe on a three-ek visit to confer with the comy's international executives and h producers on production and motion plans under consideration the coming year.

amuel Roth Funeral oday; Circuit Head

WASHINGTON, May 3. — Funeral vices will be held tomorrow morn- for Samuel F. Roth, prominent al exhibitor.

Roth died of cancer on his 55th thday. In theatre business from boyhood, Roth was, at the time his death, president of Roth Enprises, Inc., which operated 17 atres in the District of Columbia, ryland, Virginia and West Virnia. He was formerly director of Virginia Motion Picture Theatre ners Association and assistant chief ker of the Washington Variety ib Tent No. 11.

Surviving are his wife, two daughs, a sister, and two brothers, arles and Harry, who are partners Roth Enterprises.

REVIEWS:

A Kid for Two Farthings

London Films—Lopert

PRODUCED FROM a screenplay by Wolf Mankowitz and based on his own novel of the same title, "A Kid for Two Farthings" is a heart-warming story of a boy's faith in the magical powers of a young goat. The locale is London's East End and the central character is six-year-old Jonathan Ashmore who practically wraps up the picture as his own, despite the splendid performances of Celia Johnson, Diana Dors, David Kossoff, former heavyweight wrestling champion Joe Robinson, Brenda De Banzie and a brief bit by ex-boxing champ Primo Carnera. All of the fine ingredients of the novel have been extracted and transferred to the screen expertly by England's noted director, Carol Reed, who produced it in color by Technicolor.

Young Ashmore, cast as the six-year-old son of Miss Johnson, dominates the film throughout. He is pictured as a lad who has great respect for Kossoff, an elderly tailor living in London's crowded Petticoat Lane district. One of the fantasy stories related by Kossoff to the child is of a unicorn, an animal that possesses magical powers to make dreams and wishes come true. Ashmore believes the story and, while roaming through the district, comes upon a vagrant who is selling a one-horned kid. Ashmore buys the kid, believing it to be a unicorn.

Considerable footage is devoted to the child's belief in the animal and his wishing miracles for his friends, among them Kossoff, Robinson (cast as a muscle man and a wrestler), Miss Dors (fiancee of Robinson), and his mother. Of course, all of the wishes come true: a steam presser for Kossoff, the winning of a championship wrestling bout for Robinson, an engagement ring for Miss Dors. At the fadeout, Kossoff vainly tries to explain the reason for the unicorn's disappearance and why the "miracles" occurred. He hides the fact from the child that the animal died while he was away.

Released by Lopert Films Distributing Corp., "A Kid for Two Farthings" gets its title from a song in the Book of Passover that concludes: "One kid, one kid, which my father bought for two farthings." Running time, 91 minutes. General classification. For April release.

J. E.

Star of India

United Artists

MR. AND MRS. CORNEL WILDE share the starring roles in this United Artists release which has been fashioned by producer Raymond Stross and director Arthur Lubin to please suspense fans. There is much emphasis on suspense, treated in varying degrees, but well paced to keep the audience interested at all times.

Lush lensing in color by Technicolor adds to the screenplay by Herbert Delmas that tells of Wilde, cast as a young French nobleman, returning from the wars in India to his countryside chateau. To his surprise, he finds Jean Wallace (his wife in real life), as a beautiful Dutch widow, occupying the estate that had been sold to her by a tax collector, Herbert Lom. She strikes a bargain with Wilde, that he will recover his chateau in exchange for a priceless jewel (from which comes the film's title) that had been stolen from the Dutch in India.

Wilde, acting like a suave Don Juan, later succeeds in obtaining the "Star of India," but in the process finds himself thrown into prison, subsequently escaping with the jewel and then dueling with Lom and his henchmen aboard a boat as they prepare to leave for India. He manages to kill Lom, gives the jewel to a Dutch envoy who will return it to India and then he joins Miss Wallace in returning to his chateau.

Wilde handles the heroic role well but his wife, Miss Wallace, is a little less convincing as she assists her husband in the gallant exploits. Director Lubin and producer Stross developed the screenplay well. Romance is in evidence but not to an extent where it is overplayed.

The music, directed by Muir Mathieson and played by the Royal Philharmonic Orchestra, is well scored to introduce the audience to the moods of suspense and romance.

Running time, 84 minutes. General classification. Release date not set.

J. E.

UK's NFFC

(Continued from page 1)

while $4,856,522 was contributed during the comparable period that ended March 31, 1955.

More significant, the report cited, is the new trend of loans approved, but on which capital has not been advanced. In this category, they reported $2,233,638 has not been advanced on the new approvals in contrast to $5,437,542 last year.

Eight Fewer Features Helped

Twenty-seven features were assisted in the 1955-56 fiscal year, as against 35 during the 1954-55 year. No advancements were made last year to British Lion, which received $1,593,200 in 1954-55, or to Ealing Studios, which in 1954-55 received $484,600.

Repayments during 1955-56 totaled $4,461,170, which included $980,000 arising from the sale of the Ealing Studios. Since the inception of NFFC in 1948, $34,419,842 has been distributed in advancements to British film companies, while $15,385,468 of the loans had been returned.

Against a balance of $19,037,374, $13,205,063 has been written off and this included $153,075 written off in the 1955-56 year reviewed. The NFFC report also pointed out the drop in the number of companies assisted, partly due to the fact that no applications were made by producers who were distributing through a bank which now wholly finances the increased production program.

Large Investment in British Lion

Regarding the new British Lion, which began operation in January, 1955, it has given distribution guarantees to 13 feature-length films. Although audited accounts are not available, the report disclosed that "interim figures indicate a profit." However, NFFC added, "our investment in British Lion represents a whole share of capital in the company."

In the opinion of NFFC, "those shares today are worth more than the nominal value of $1,680,000 now recorded on the balance sheet of the organization."

NFFC income for the year exceeded the expenditure by $359,214 against $137,645, which was charged as a provision for loan losses. The year's profit as released by the NFFC totaled $223,569.

Kingsley Discusses U.S. Production

At a subsequent press conference, David Kingsley, NFFC managing director, agreed that the increase of American production here will inevitably figure in future NFFC requests for finances to the Board of Trade. He said the problem would be discussed at length should American firms producing films here be entitled to receive financial assistance from NFFC.

But Kingsley pointed out that "the present upsurge in American production occurred very quickly and there is every possibility that it will subside just as readily."


Through the keyhole
. . . and how Alice got there
How to treat a body as so much smoke . . . thread it through a keyhole . . . materialize it as a living, breathing human being. A trick of course . . . compounded in optical and processing departments to confound and charm the public . . . developed by an industry that never fails to entertain. To aid in solving problems such as this, Kodak provides Eastman Motion Picture Film for every purpose . . . maintains the Eastman Technical Service for Motion Picture Film.
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.
Divisions at strategic centers. Inquiries invited.
East Coast Division
342 Madison Avenue
New York 17, N. Y.
Midwest Division
130 East Randolph Drive
Chicago 1, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 88 NEW YORK, U. S. A., MONDAY, MAY 7, 1956 TEN CENTS

On Telecasting

Eric Johnston To Confer on Oscar' Issue

Will Meet With Seaton On Industry Sponsoring

A significant meeting on the questions relating to the "Oscar" telecast appears to be in the offing in Hollywood between Eric Johnston, president of the Motion Picture Association of America, and George Seaton, president of the Academy of Motion Picture Arts and Sciences.

The meeting, expected to take place sometime at the end of this month when Johnston plans one of his periodic visits to the Coast, will take up such issues as possible industry sponsorship and the elimination of the nominations telecast.

Seaton, when he was in New York last month, said the Academy would rather have the industry sponsor the

(*Continued on page* 11)

Mealand Quits Para. UK Post

Richard L. Mealand, for the past five years general production representative in Great Britain for Paramount Pictures and managing director of Paramount British Productions Ltd., has resigned because of ill health. Mealand will be succeeded in the Paramount British assignment by Lawrence P. Bachmann.

Mealand, formerly a magazine edi-

(*Continued on page* 6)

Fellerman Chairman Of Greater N.Y. Fund

Max Fellerman, vice-president of Lopert Films, Inc., has accepted the chairmanship of the motion pictures division of the Greater New York Fund, according to Frederick M. Eaton, chairman of the Fund's private firms division and law partner in Shearman & Sterling & Wright. The Fund is seeking $10,000,000 on behalf of 425 hospitals and health and welfare agencies.

Television Today

IN THIS ISSUE **PAGE 7**

- **A writer, a producer and an ad agency man discuss the finer points of TV film commercials at the SMPTE semi-annual convention in New York.**
- **Spotlighting the news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

Universal's First Global Sales Meeting Gets Started Today

From THE DAILY Bureau

HOLLYWOOD, May 6.—Seventy-two delegates—53 from overseas and 19 from the United States, representing 55 countries of the free world, arrived here yesterday and today from their bases and from the home office to be joined by studio executives for the "Universal International 1956 Global Sales Conference" — the first such world-wide conference to be held in the 44-year history of the company and the first Universal foreign sales meeting to be held in Hollywood.

Dwight D. Eisenhower has sent a special message saluting the interna-

(*Continued on page* 11)

Para. Stockholders Meet in N.Y. June 5

Stockholders of Paramount Pictures Corp. will meet here on June 5 to elect a board of directors, composed of 12 members, and to transact other business, according to a company notice mailed out to shareholders.

Nominated for reelection to the Paramount board are Adolph Zukor, chairman of the board; Barney Balaban, Paramount president; Y. Frank Freeman, vice-president in charge of the studio; A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl I. McClintock, Maurice Newton, Paul Raibourn, Edwin L. Weisl and George Weltner, president of Paramount International and Paramount Film Distributing

(*Continued on page* 6)

Despite Plea for Roundtable

Berger Has Not Abandoned Drive for Gov't Regulation

Special to THE DAILY

MINNEAPOLIS, May 6.—Benjamin Berger, president of North Central Allied, has not abandoned his project to seek government regulation of distribution practices, despite his announced hope for a round-table conference between distribution and exhibition leaders. Berger, who plans to make a six-week tour of Europe following the distributors' sessions with the Senate Small Business Subcommittee in Washington on May 21, said that his recent suggestion for the top-level parleys was to "win some immediate relief for exhibitors." He stated that he hoped some concessions could be obtained from the distributors, but that he still planned to press for Congressional action.

Berger's formal statement follows:

"Some observers have thought Allied inconsistent because its spokesmen have continued to press their fight for remedial legislation while, at the same time, agreeing to or actively working for a top level round

(*Continued on page* 11)

New Approach

Para. Evolves Unique Selling 'Ten' Pattern

Will Feature Flat Sum Payment to Theatres

By MURRAY HOROWITZ

Deals for "The Ten Commandments" to theatres involve a unique selling pattern evolved by Paramount Pictures, featuring the payment by Paramount of a flat sum to theatres booking the picture, the sum representing agreed-upon theatre costs and a profit, it was learned here at the weekend.

The evolved new selling pattern was explained as a marketing approach separate and distinct from four-wall deals, under which the distributor leases the theatre and operates it.

It was explained by a Paramount official that under the deals negotiated for "Ten Commandments," Para-

(*Continued on page* 6)

TOA Protests Wage Law

From THE DAILY Bureau

WASHINGTON, May 6.—The Theatre Owners of America has asked a Senate Labor subcommittee for permission to testify in opposition to proposals to extend the Federal Minimum Wage Law to motion picture theatres.

The subcommittee will open hearing on such bills on Tuesday. A. Julian Brylawski, legislative chairman

(*Continued on page* 11)

Set Limitations on Konczakowski Suits

The Konczakowski Circuit, in its anti-trust suit, was barred in Federal District Court here on Friday from claiming damages against certain defendants prior to Dec. 30, 1949.

The defendants involved in Friday's decision were Paramount Pic-

(*Continued on page* 11)

PERSONAL MENTION

DORE SCHARY, vice-president in charge of production for M-G-M, will arrive in New York tomorrow from the Coast.

•

BEN COHN, assistant foreign general manager for Universal International; FELIX SOMMER, vice-president; JOSEPH MAZER, head of the 16mm. department; IRVING WEISS, manager of the service department, and MAURICE MYRON, head of foreign transportation, left New York on Friday for Hollywood.

•

ALEX HARRISON, 20th Century-Fox general sales manager, has returned to New York following a trip to Southern exchanges.

•

WILLIAM DOZIER, RKO Radio vice-president in charge of production, has arrived in New York from Hollywood.

•

CHARLES F. SIMONELLI, Eastern advertising and publicity department manager for Universal Pictures, left here over the weekend for California.

•

NICHOLAS MATSOUKAS, United Artists Theatre Circuit advertising-publicity director, left New York on Friday for Pittsburgh and Tulsa.

•

JAKE FLAX, branch manager for Republic Pictures in Washington, has entered Johns Hopkins Hospital in Baltimore.

•

ANN HARRIS, C. W. Whitney story department head, left Hollywood by plane at the weekend for New York.

•

HAROLD J. MIRISCH, Allied Artists vice-president, left the Coast by plane on Friday for New York.

•

ROY BREWER, Allied Artists exchange operations supervisor, has returned to New York from Dallas.

•

HOWARD KEEL returned to New York from London on Friday via B.O.A.C.

•

COLLIER YOUNG, producer, is in New York from Hollywood.

Set Kelly Wedding Short

M-G-M's three-reel subjects "The Wedding at Monaco" and "The Battle at Gettysburg," both in CinemaScope and color, will have their New York opening at the Guild Theatre, it was reported. The opening is set tentatively for May 15. According to an M-G-M sales official, the Grace Kelly wedding subject thus far has some 500 U. S. playdates scheduled.

Merchants Team Up To Prevent Closings

Special to THE DAILY

MINNEAPOLIS, May 6.—Thanks to the financial efforts of businessmen in three north central communities, it appears as though three motion picture theatres have avoided closing.

On the theory that a town's economic stability depends upon keeping the marquee lights flashing, businessmen at Hinckley and St. Charles, Minn., and Seymour, Ia., pledged their financial support to houses that recently were threatened with going dark.

Members of the Hinckley Booster Club pledged $2 a month to help cover wiring costs and deficits. At St. Charles, the Commercial Club sponsored an advertising campaign to engineer a return to the theatre while the merchants at Seymour helped underwrite the cost of Saturday performances.

'Trapeze' Premiere In L.A. on May 29

"Trapeze," Hecht and Lancaster's multi-million dollar circus drama, will have a "gala" charity world premiere at the Fox Wilshire Theatre, Los Angeles, on May 29. International Variety Club's Boys Club will receive all proceeds from the opening-night engagement.

Starring Burt Lancaster, Tony Curtis and Gina Lollobrigida, "Trapeze" was produced for UA release in Paris by James Hill and directed by Sir Carol Reed from a screenplay by James R. Webb and an adaptation by Liam O'Brien.

Ted Krassner Aide To Boasberg, Lefko

Appointment of Ted Krassner to assist Charles Boasberg and Morris Lefko, who are handling Paramount's distribution of Cecil B. DeMille's production of "The Ten Commandments" and Ponti-DeLaurentiis' "War and Peace," was announced at the weekend by Boasberg, supervisor of worldwide sales for both pictures.

Krassner formerly was buyer and booker for independent circuits, and at one time was a New Jersey theatre owner. Until this appointment, he was assistant playdate head at the Paramount home office.

Selznick Re-release

"A Bill of Divorcement," a David O. Selznick re-release, will open today for a limited run at the 72nd Street Playhouse. The picture, starring John Barrymore and Katharine Hepburn, was filmed in 1931 when Selznick headed production for RKO Radio Pictures.

Industry Executives In Stocks Purchases

WASHINGTON, May 6. — Arthur M. Loew, president of Loew's, Inc., bought 33,000 shares of Loew's common stock in March, according to the latest report of the Securities and Exchange Commission.

This boosted his Loew's stock holdings to 34,000 shares. Charles C. Moskowitz bought 15,000 shares; increasing his holdings to 20,500.

Harry M. Warner purchased 6,800 shares of common in Warner Brothers Pictures, increasing his holdings to 105,550 shares in his own name and 13,700 shares in trust account. Jacob Starr bought 12,600 shares of Trans-Lux Corp. common in February, increasing his holdings to 43,600 shares. George N. Blatchford bought 2,000 shares of Allied Artists common in January, his total holding.

UA, MPA Settle Ad Dispute on 'Kiss'

United Artists and the Advertising Code Administration of the Motion Picture Association of America have settled their differences over the wording of the advertising copy for Robert L. Jack's production of "A Kiss Before Dying," it was learned at the weekend here.

The controversy was satisfactorily resolved following meetings here last week between UA advertising executives and officials of the Advertising Code Administration.

The advertising campaign for the film will now be keyed on copy which reads: "She was going to have a baby. Now he knew he had to kill her."

Set May 16 Premiere For Hitchcock's 'Man'

Alfred Hitchcock's "The Man Who Knew Too Much" will have its world premiere May 16 at New York's Paramount Theatre and will be followed on May 22 by the initial showing on the Coast at the Hollywood Paramount Theatre.

The Hollywood premiere will benefit the University Religious Conference at UCLA in its program of carrying on inter-faith and interracial relations.

Elect Flaherty, Lehne To Posts at MPIC

HOLLYWOOD, May 6.—George J Flaherty and Fred Lehne were elected vice-president and treasurer, respectively, of the Motion Picture Industry Council at a meeting here. They will serve with Ronald Reagan, president, and Marvin Faris, secretary, who previously were elected to their posts.

. . . NEWS ROUNDUP

Maco Completes Switch

Minnesota Amusement Co. completed transfer of its account department from its Minneap headquarters to the Balaban & K office in Chicago. Consolidation the two offices, both American Bro casting-Paramount Theatres affilia resulted in the release of 12 M employees, all of whom were gi two months notice as well as se ance pay.

■

New Filmack Representat

To provide more personalized se ice for exhibitors in the Southw Filmack Trailer Co. has announ that Theatre Poster Service of O homa City has been appointed represent Filmack in that area. Th tre Poster Service is operated by and Charles Smith.

■

UA Team Beats Sesac

The United Artists softball te opened its 1956 season with a 10 4 victory over Sesac Music Corp. Central Park. Matt Daniels of UA contract department pitched four hit game.

■

Plaque to Robert Sarnoff

A plaque for distinguished serv to advertising was presented yes day to Robert W. Sarnoff, presid of the National Broadcasting Co., Elon G. Borton, president and g eral manager of the Advertising F eration of America.



Only 8¾ hours Fly UNITED DC-7s nonstop to LOS ANGELES

"the Continentals"— two flights daily!

UNITED AIR LINES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelier Center, New York 20, Telephone CI 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

Norman Levinson has been named G-M press representative for the ites of Florida and Georgia. He ans to reside in Jacksonville where will maintain his office. A native New Haven he has been serving Minneapolis for the last year.

¤

Bert Greene of the St. James The-e at Asbury Park, N. J., was arded first prize for February in "Manager of the Month" contest onsored by the Walter Reade The-e Circuit. All 40 managers through-t the circuit competed for the nthly award presented to the man-ers who do the best over-all job advertising, exploitation, theatre eration and public relations. **Joe mmers** of the Paramount Theatre Long Branch, N. J. copped second ace honors.

¤

John M. Ickis has been named istant manager of Eastman Kodak's llywood Processing Laboratory. He ned the firm in 1938 at the Chicago nt and the following year was nsferred to the cine processing de-rtment at the Rochester office.

¤

Sara Masden, a former secretary at e Atlanta exchange of United Art-s, has returned to her former posi-n. She replaced **Betty Landers** no left to join the Georgia Theatres ganization.

¤

Milton Luban, partner in Luban & m, independent publicists, Holly-od, has entered San Fernando Hos-al following mild heart attack.

¤

Ben Rogers, motion picture art di-tor at Donahue & Co., has joined e Buchanan agency in the same pacity.

creen Extras Guild eelects all Officers

HOLLYWOOD, May 6. — The reen Extras Guild has reelected all incumbent officers. They are: Rich-l H. Gordon, president; Franklyn rnum, first vice-president; George rton, second vice-president; Tex odus, third vice-president; H. Neil Shanks, executive secretary, d Jeffrey Sayre, treasurer.

In voting for 14 seats on the Guild ard, the members elected 13 nomi-ted by the administration and one minated by petition.

owie Horwitz to U-I

HOLLYWOOD, May 6.—Universal-ternational has announced the em-yment of Howie Horwitz as pro-cer, effective Monday. Horwitz rmerly was assistant to Don Hart-an when the latter was in charge of oduction at Paramount.

Principally Closed-Circuit

Television's Uses Highlights Final Session of SMPTE Convention Here

Alternate uses of television on closed circuits, for educational purposes in colleges and universities and its diversified possibilities as a weapon for the military during times of war were stressed at the final meeting of the 79th semi-annual convention of the Society of Motion Picture and Television Engineers Friday at New York's Statler Hotel.

The afternoon program was largely devoted to the varied uses of TV, all of which were outlined in detail in three papers submitted on the subject.

With regard to closed-circuit TV, John Howland of Thompson Products, Inc., told SMPTE members that there are more than enough varied types of closed-circuit TV equipment to meet the needs of the public. Adding that these camera systems "are built around the characteristics of the vidicon camera tube which is rugged, simple and capable of consistent performance with little attention, he said it is the simplest of live cameras, and brought out the fact that it weighs less than 10 pounds.

Cites Four Uses

Among the uses of the closed-circuit noted by the speaker were monitoring traffic movements, observing machinery functions, transmitting signatures and observing machinery functions.

Commenting on the development of portable TV originating equipment, Ken Thomas of the Office of Naval Research said it provides educational institutions with a practical tool for use in instruction. While narrowing the use of portable TV to the Navy, he said instructional closed-circuit TV may improve the quality and quantity of communication. The equipment "has been trucked and flown, carried in elevators, wheeled up and down ramps and along hallways, and maneuvered through doorways," he added, in the Navy's program of expanding its educational system.

Stresses Safety

Concluding his address, Thomas said he believed that this form of TV permits the viewing by an audience of educational material that, of itself, is inaccessible due to space limitations or the dangerous nature of the materials.

As for the use of TV in times of war, Lt. Col. Norman Gray of the Army's Pictorial Center at Long Island City said it has proved to be a valuable asset to a military commander in enemy reconnaissance and surveillance, for fire control and for command references. Already tested by the Army and found to be of major importance, TV may be carried by infantrymen or vehicles and the pictures transmitted to rear company areas.

Army Has 55-Pound Unit

Because of its light-weight and durability, Colonel Gray said it is adaptable for the military, which has constantly been improving the TV system which the Signal Corps contracted for in 1948. The latest development by the Army is that of a 55-pound unit, which included a transmitter, power unit and television chain, to be worn by front-line soldiers.

Pulitzer Film Prize Proposal to Trustees

Consideration to the awarding of Pulitzer Prize to the best motion picture produced each year is expected to be given by the trustees of Columbia University today during their closed meeting to determine the recipients of the 1956 Awards.

The topic of film awards was included on the agenda of the advisory board which met two weeks ago in closed session. At that time they discussed the proposal submitted a year ago by Jack Warner for the awarding of prizes to the best feature-length motion picture of the year. As far back as 1932 Warner had campaigned for film awards but the matter had been postponed annually on grounds that they were not in the class of journalism, letters and music.

There has been no indication of advisory board action on the matter but their recommendations, combined with those of the trustees, will be disclosed today when the awards are announced.

Branson Off Friday For European Tour

Walter Branson, RKO's vice-president in charge of world-wide distribution, will leave next Friday for a business trip of several weeks through England and Europe. He will sail aboard the liner "United States."

While on tour, Branson will hold conferences with Robert S. Wolff, managing director for the United Kingdom; Joseph Bellfort, general European manager; Charles Rosmarin, European general sales manager, and other RKO foreign sales executives and leading European exhibitors.

Branson will discuss the distribution policies of "While the City Sleeps," "The Bold and the Brave," "Great Day in the Morning," "The Brave One" and "The First Traveling Saleslady," the first production from the reactivated RKO studio. In addition, the current box office figures of Howard Hughes' "The Conqueror" will be analyzed as a guide for the future RKO releases.

For 'Tech' Courses

SMPTE Plan Is Rejected by Columbia 'U'

A proposal by the Society of Motion Picture and Television Engineers to inaugurate an education program at Columbia University to familiarize technicians within the industry of up-to-date advancements has been refused by the institution on grounds that the proposed syllabus and non-credit courses would be contrary to the university's educational policies.

Degree-Credit Vital

At the committee meeting during SMPTE's 79th semi-annual convention last week in New York, two Columbia University delegates, Professors Lloyd Vardon and Frank Lee, both of the Graphics Department, firmly reiterated the school's policy of only offering courses that give credit toward degrees and of a supervised program or syllabus that would be university controlled.

Earlier, SMPTE officials had discussed their program of sponsoring technical courses at the university, with the syllabus to be established by their educational committee. Their program, as suggested for Columbia, was similar to the two currently in operation at USC and UCLA, both under SMPTE sponsorship. Non-credit courses and available only to those personnel within the industry, they have been hailed as very successful by the institutions, which instituted the courses last fall, SMPTE men said.

May Sound Out Other Schools

While no direct action was taken at last week's committee session, SMPTE officials said they were considering other colleges within the city for the program. President Dr. John G. Frayne had hoped that, with cooperation by officials at Columbia, the program would be in operation this fall.

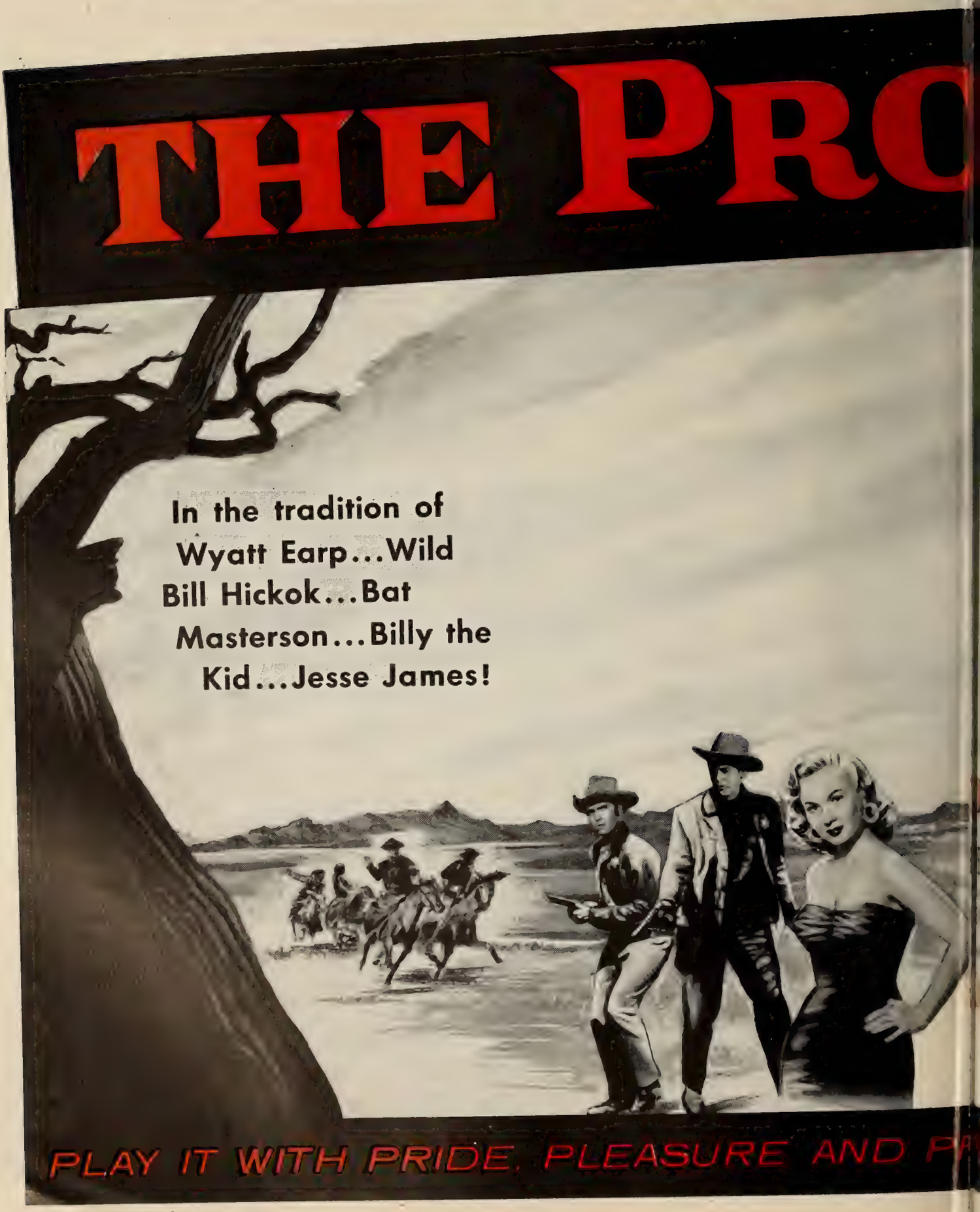
Referring to the policy of the university, Professors Lee and Vardon said there was no extension program offered by Columbia which rules out to a great extent any acceptance of SMPTE-sponsored courses. They declared that any course offered there would need the approval of the Education Committee, which would review the syllabus and, if they desired, possibly alter the courses to meet university standards. Since SMPTE favored a technical course rather than a groundwork in fundamentals and, because of its desire to submit it as a non-circuit study, the proposal was rejected.

CCNY, NYU Possibilities

The City College of New York and New York University were among the local schools mentioned by SMPTE as alternate selections for introducing the technical study program.

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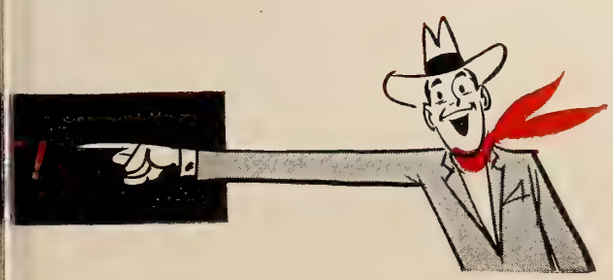
BERT RYAN • VIRGINIA MAYO • JEFFREY HUNTER

rring

RT MIDDLETON with WALTER BRENNAN • RODOLFO ACOSTA • ARTHUR O'CONNELL

d by ROBERT L. JACKS • Directed by ROBERT D. WEBB • Screenplay by EDMUND NORTH and JOSEPH PETRACCA • From the Novel by VERNE ATHANAS

INEMASCOPE® COLOR by DE LUXE



Paramount

(*Continued from page 1*)

Corp. Stockholder notice also reveals that Balaban owns the largest number of shares, 13,100, of all the directors. Holding 100 shares of Paramount stock are board members McClintock, Raibourn and Weisl, with the remainder of the directors having other varying amounts of shares.

The Paramount statement discloses additionally that Balaban, in his capacity as a director and president, received $124,800 in fees, salaries and commissions during 1955. Freeman's remuneration totaled $130,000, Raibourn, $57,750, Weltner, $65,000, and Zukor, $78,000. It is reported also that Louis A. Novins, secretary of Paramount, was issued an option exercisable prior to June 23, 1960, to purchase at $3 per share 12,500 shares of the capital stock of International Telemeter Corp.



REVIEW:

Magic Fire

Republic

RICHARD WAGNER'S operatic music is recreated successfully in this Republic picture filmed in Germany. It features Alan Badel, Yvonne DeCarlo, Rita Gam and Carlos Thompson in major roles. While the music, as rendered by the Bavarian State Opera Company and the orchestra directed by Alois Melichar, is quite moving, it unfortunately is subdued in the screenplay to a point where Wagner's life and not his music is highlighted.

Based on the novel by Bertita Harding, "Magic Fire" tells of the rise of the young 19th Century German composer, as portrayed by Badel, who finds as much time for romance and revolutionary political ventures as he does for composing musical masterpieces. Interwoven throughout the story are his projected ideas regarding the governing of Prussia and his musical genius which flowered when he was in company with each of his three women.

Historically, the film does much to reveal the complex life of the composer. Badel, as Wagner, is seen as a young composer seeking to attain stardom on the opera stage but temporarily pushes aside this to conduct various operatic orchestras. After marrying (his first wife portrayed by Miss DeCarlo), he succeeds in his attempt to go to Paris (then considered the musical mecca) only to find that people fail to appreciate his talents. Finally, after a stay in prison, he is glorified with the success of "The Flying Dutchman" in Dresden, Germany.

With his friend Franz Liszt (played by Thompson), he then moves to Switzerland—this occasioned by his part in a revolutionary conspiracy in Dresden where he is sought by the government. In Switzerland, he meets his second feminine attraction, Valentina Cortese, the daughter of Wagner's friend. Soon he tires of her and returns to Bavaria where he is hired by the king to compose operas for presentation at the castle. When friction develops over the construction of an opera house, he leaves and seeks asylum in Switzerland where he gains the love of Miss Gam who remains with him until his death. After composing his final opera, "Parsifal," he dies of a heart attack—the date Feb. 13, 1883.

Trucolor emphasizes the beauty of the German and Bavarian countrysides. Throughout the film are excerpts from Wagner's greatest operas —"Lohengrin," "Tannhauser" and others. A William Dieterle production, Dieterle produced and directed the film.

Running time, 95 minutes. General classification. For May release.

J. E.

Grosses on Upswing In Mexican Theatres

MEXICO CITY, May 6.—The 137 active theatres here grossed $1,065,275 with 3,364 shows during the month of March, the National Statistics Department has disclosed.

Of the gross, the department said the city government received $168,834 in taxes, which was an increase of 27 per cent above the revenue from theatres for March, 1955.

Top grosser for the month was the Italian-Japanese co-production "Madame Butterfly" which earned $51,678. Columbia Pictures' "Story of a Love" was runnerup with $31,212.

Figures released by the department for March, 1956, disclose that foreign films, particularly American product, claimed 59 per cent of playing time in contrast to the 41 per cent for Mexican productions. Twenty-six films were released during the month, four of them Mexican. Other product released during the period were 20 American films, one French and one Franco-Italian co-production.

Foreign films released in March grossed $343,789 in contrast to $76,876 for Mexican product.

N.Y. Regents Reject 'Garden of Eden'

ALBANY, May 6.—"Garden of Eden," which tells a story against the background of a Florida nudist camp, cannot be licensed for public exhibition in New York State unless Excelsior Pictures Corp. eliminates many scenes showing men, women and children undressed. The Board of Regents held this in a decision affirming the action of the State Education Department's motion picture division, which ruled the film "indecent" as submitted.

"Nudist camps, where permitted, are segregated from the general community, a recognition that the morals of our poeple and the standards of American decency would be outraged by any such public display," commented the regents.

Sol A. Rosenblatt, attorney for the appellant, had contended in a brief filed with the regents—before screening for a reviewing committee on April 6—these eliminations were "tantamount to rejection of the entire film." He argued the film is not indecent; the division's criteria are vague; prior restraint is nonconstitutional."

'Ten' Patter

(*Continued from page 1*)

mount will not engage in the ope tion of the theatres, nor is leasing issue. The arrangements to d were described as film deals, uni in that they feature a flat sum the theatre, with monies above flat sum accruing to Paramount. other feature of the deals is that tended runs are agreed upon, and clude options for additional play time.

The possibility of four-wall d was not ruled out in the future, h ever. A Paramount sales execut pointed out that if Paramount find impossible to get the proper bo ing in a certain area, a four-wall d may be effected.

Sliding Scale for Some

Another feature of the curr eight deals is that some involve sliding scale as to the flat sum p by Paramount over the run, with sum decreasing with the length of run in some instances, it was stat

This unique selling pattern evolved, according to the vete sales executive, because of the "c liness and greatness" of the Cecil DeMille production, and Paramou willingness to "gamble" on the pected returns.

"Ten Commandments" will oper the Criterion on Nov. 4 in New Y with seven other engagements in U. S. and Canada already sla through the end of the year. Canada, the picture has been set the University, Toronto, and Capitol, Montreal.

Mealand Quits

(*Continued from page 1*)

tor, novelist and short story wri left that field to become for sev years New York story editor, and s sequently Hollywood studio story writers head, for Paramount bef assuming his London post for company. He will return to United States and plans to resume story writing career after his cuperation.

Bachmann, presently a Lon resident and active in the motion ture writing and independent prod tion field there, is the son of the Jack Bachmann, former Paramo Hollywood studio executive.

Following conferences in N York with Russell Holman, Paramo Eastern production manager, other company executives, Bachm returned over the weekend to Lon to begin his Paramount Bri duties there.

'Bees' Scores in Texas

Grosses in three Texas theatres the first week run of Paramou "The Birds and the Bees" have ceeded by from 10 to 30 per the box-office business of "Stalag "Living It Up" and "We're No gels," according to Paramount. State in Lubbock reported a g of $3,500, the Paramount in Ama a gross of $4,000 and the Ma at Galveston reported $2,500 g

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

eedom in Rhode Island

In a continuation of his battle "freedom of access" to the rts, Harold E. Fellows, presi- nt of the National Association Radio and Television Broad- sters, last week sent a strongly rded wire to Governor Dennis J. berts of Rhode Island, urging e governor to veto a pending bill ich would ban radio micro- ones and television cameras om courts and public proceedings that state. Said Mr. Fellows in rt: "The electronic media of re- rting is just as entitled to the arantees of free speech and ess as are other means. . . . Any uch) action contravenes policies numerous other public bodies of e United States which have rec- nized the value of and admitted their proceedings this newest eans of reporting. . . ."

ritish Expand

With the opening of commercial V's third station in Britain, in anchester, serving some 7,000,000 rsons, about half Britain's 50,- 0,000 citizens now have televi- on available. The London station vers some 12,000,000 and the idlands station 6,000,000. Asso- ated British Cinemas TV will rnish the Manchester programs weekends and Granada week- ays, both affiliated with the Brit- h theatrical film industry, a point unquestioned significance.

he Long View

Screen Gems, Columbia Pictures' V subsidiary, couples its current bstantial TV successes with a ng view into the future. Coinci- entally with last week's announce- ent that the company will be rep- sented by at least seven series the three networks during the 956-57 season, came word from ollywood and Irving Briskin, ice-president for production of reen Gems, that two more schools ad accepted grants from the rm's scholarship fund. The Uni- ersity of North Carolina and the niversity of Pittsburgh have oined Chicago and Iowa in accept- ng aid for students who will be ncouraged to write for television.

urovision

In the endless, stimulating earch for methods of meeting competition and advancing the medium, expansion of facilities is important. And Davidson Taylor, NBC vice-president in charge of public affairs, and Barry Wood, director of special events and executive producer of Wide Wide World will meet May 23 in Gardone, Italy, with heads of the European Broadcasting Union (Eurovision), on plans for Wide Wide World programs kinescoped in Europe, the first set for October, "Autumn in Europe." In a sense they are seen as forerunners of the day of trans-Atlantic television, probably not far distant.

Jubilant Jubilee

▶ There is news in the announced renewal of the Ford Star Jubilee, 90-minute show over CBS-TV, beginning October 6, 1956, and presented every fourth Saturday, for high quality TV programing is of vital concern to the whole industry. "A Bell for Adano" will be the final program of the current series, scheduled from June 2. Jack Rayal will continue as executive producer for CBS Television.

Schoolroom

▶ An alert utilization of the television medium's potential for goodwill, education and enlightenment is to be found in the issuance by CBS of a news and public events teachers' guide, "1956 Presidential Election, Volume 1, Primaries and Conventions," currently in distribution to the nation's schools. It is an effort to assist the teacher in focusing student attention on the broadcasts of the political procedure characteristic of this Presidential election year, thus providing an unequalled opportunity for current events education. Volume 2, to follow in September, refers to campaign developments from the close of the conventions through the election.

Bolger Tries Again

▶ Back to television in the Fall will come Ray Bolger for another try at the somewhat elusive success formula of TV. Tuesday evenings, on NBC-TV, in the 8-9 P.M., NYT spot, Bolger will have his own show, 16 of them, called Washington Square, and to alternate with the recently announced Chevy Show series of 20 programs. Sponsor to be announced shortly, says NBC-TV Network vice-president, Thomas A. McAvity.

SDG Playhouse Move

▶ The Eastman Kodak-sponsored Screen Directors Playhouse (NBC-TV, Wednesdays, 8 P.M., EDT), nearing the end of its first season during which it is has some rough competition from ABC-TV's concurrent Disneyland, is solving the problem simply—it's joining ABC. The move is effective July 4, a Wednesday night berth, and the hour will be 9 P.M., just one half-hour after the conclusion of Mr. Disney's film forum of fact and fancy.

United World Mailings

▶ United World Films, Universal Pictures television commercial subsidiary, currently is about half way through an unique self-promotion campaign designed, of course, to tell the advertising agencies from coast to coast about the United World facilities. The campaign consists of a "continuity of informational mailings," each one presenting another facet of the United World story in prose and picture. At hand are mailings covering everything from Bud Westmore's makeup department, to backlot facilities including plantations, castles, cathedrals and a river complete with paddle wheel steamer. What's your client's pleasure?

Lilli Palmer's "Theatre"

▶ At National Telefilm Associates the spotlight is on Lilli Palmer's "Theatre," the new series of 26 half-hour films with Miss Palmer as hostess. The show is offered

(*Continued on page 9, col. 1*)

In Our View

FURTHER indication of the extent to which television and the theatrical motion picture are birds of more or less the same feather, even though they occupy different nests, comes to hand currently. In the one and most conspicious instance, there was the semi-annual convention in New York last week of the Society of Motion Picture and Television Engineers.

The very name of the organization, changed several years ago, in itself bespeaks the inter-connection of the two media, alike in so many ways, and basically, essentially identical in that the prime objective of both is to furnish entertainment. It was no accident that Dr. John G. Frayne, president, in his opening, keynote address, stressed the "marriage" of the two media. By reason of the utilization by both of so much the same ingredients, methods, techniques and talents, a close affiliation of the one with the other is absolutely inevitable.

The borrowing and lending of talent has become an important component of the interchange pattern which is taking ever more specific form in the production of the two forms of entertainment. But recently come to attention is the situation in which Universal-International asked that Don Fedderson use the U-I contract player Rex Reason in the CBS series, The Millionaire, considering TV experience essential to the rounded development of the young player. And incidentally the particular episode of the series in question is to be directed by Alfred E. Green, with a long career of theatrical motion picture direction behind him. Indeed the two closely related media serve each other well.

—Charles S. Aaronson



USING TV TO SELL TV would seem to be a desirable thing and a good idea. And here it is: George Haight, radio-TV vice-president of McCann-Erickson; William Breen, agency account supervisor for Chesebrough-Pond; Albert Richardson, advertising vice-president for Chesebrough, and Robert E. Kintner, ABC president. It was a closed circuit presentation from New York of the new ABC series, The Adventures of Jim Bowie, and a sales pitch, directed to and at Jerome A. Straka, Chesebrough president, in Fort Lauderdale, Fla., and resulted in a deal for co-sponsorship of the new network series by the manufacturer. See Showmakers.

The Show-Makers

The Adventures of Jim Bowie, a new series based on the life of the famed frontiersman, and adapted for television from the book, "The Tempered Blade," by ***Monte Barrett,*** *will star* ***Scott Forbes.*** *Producer-director is* ***Lewis R. Foster,*** *with the ABC-TV network show beginning Friday, September 7, 8 P.M., EDT. Chesebrough-Pond and American Chicle will co-sponsor.*

Joe and Mabel, a comedy series, will have its premiere broadcast on CBS-TV Tuesday, June 19, it is announced by ***William H. Hylan,*** *CBS-TV vice-president in charge of network sales.* ***Larry Blyden*** *and* ***Nita Talbot*** *star and other principals are* ***Luella Gear, Norman Feld, Michael Mann*** *and* ***John Shelle.***

Singing stars ***Ethel Merman*** *and* ***Alfred Drake*** *will head a cast of singers, dancers and instrumentalists on NBC-TV Sunday, May 12 when Max Liebman presents "The Music of Gershwin." Others appearing will be* ***Tony Bennett, Cab Calloway,*** *pianist* ***Eugene List, Lawrence Winters,*** *the* ***Art Van Damme*** *quartet,* ***Peter Conlow, Harrison Muller, Charles Sanford*** *and his* ***Orchestra, Robert Maxwell*** *and dancers* ***Patricia Wilde, Diana Adams*** *and* ***Tanaquil Le Clerq.***

Patricia Hitchcock *and* ***Jack Mullaney*** *lead the cast of "The Belfry" on Alfred Hitchcock Presents, Sunday, May 13 on CBS-TV. Others in the cast are* ***Dabbs Greer, Horst Ehrhardt, Ralph Moody, Jim Hayward, Norman Leavitt, David Saber, Rudy Lee*** *and* ***Kathleen Hartnagle.***

Tommy Kirk, *14-year-old, is chosen by* ***Walt Disney*** *to appear with* ***Tim Considine*** *and* ***Carol Ann Campbell*** *in Disney's ABC-TV production, The Hardy Boys, which will be presented in 20 episodes on the Mickey Mouse Club, to be seen daily over ABC-TV next Fall.*

Richard Conte, Lizabeth Scott *and* ***Richard Eyer*** *star in "Overnight Haul" on the 20th Century-Fox Hour Wednesday, May 16 on CBS-TV. The teleplay was written by* ***Leonard Freeman. Jules Bricken*** *directs,* ***Peter Packer*** *produces.*

The Johnny Carson Show, a new afternoon variety show, makes its bow over CBS-TV starting Monday, May 28, it is announced by ***Hubbell Robinson, Jr.,*** *executive vice-president in charge of network programs for CBS-TV.*

Allen Reisner, co-director of *CBS-TV's "Climax" since its debut in October 1954, has been signed to a new three-year contract by the network, effective immediately. Mr. Reisner alternates direction of* ***John Frankenheimer.***

Gabriel A. Scognamillo *has been named art director and designer for Guild Films' Here Comes Tobor series, the company announces. Mr. Scognamillo's most recent assignment was the creation and construction of Tomorrowland, one of Disneyland's four amusement parks.*

Ethel Merman *will enact a straight dramatic role in "Honest in the Rain" on the United States Steel Hour, Wednesday, May 9. The Steel Hour is produced by the Theatre Guild. The teleplay was written by* ***Mort Thaw*** *and will be directed by* ***Norman Felton.***

Who's Where

Last week these changes:

KEN MURRAY has been signed to a one-year contract, with options, as an executive producer by NBC, it is announced by **FREDERIC W. WILE, JR.,** vice-president in charge of television programs for the network's Pacific Division. Mr. Wile said that while no definite plans or format have been decided upon, Mr. Murray will be available as a producer and performer.

WILLIAM M. WOLFSON has been named controller of Television Programs of America, Inc., it is announced by **MILTON A. GORDON,** president of TPA. Mr. Wolfson succeeds **SEYMOUR H. MALAMED,** who has resigned. Formerly Mr. Wolfson was with NBC-TV films as controller and manager of accounting and budget operations and also with S. E. Leidesdorf & Company, certified public accountants.

THEODORE B. GRENIER has been named chief engineer of A Western Division effective Jur **EARL J. HUDSON,** vice-presi has announced. Mr. Grenier been chief video facilities engi for the ABC Television Netw New York. He will make his h quarters in Hollywood, where succeeds **CAMERON G. PIER** who has resigned to become p dent of the newly-organized Electronics, Inc., Los Angeles

RIDGWAY C. HUGHES has joined the ABC Television work as assistant manager of s development, the company nounces. He first served with A from February, 1946, to Aug 1948, as a presentations wr and later as director of prese tions. Later he was promo manager for *Look* Magazine.

ALAN BEAUMONT, formerly gram manager for NBC radio television in Chicago, has appointed a director on NBC-T "Home." He alternates in daily rectorial duties with GAR **DIETRICK,** who has been with Monday-through-Friday prog since it began in March, 1954

HOLLYWOOD, U. S. A.:

Robert Maxwell, executive producer of "Lassie," must have a fetish about making films with animals. He's pinning his hopes on "Waldo," the Oxford-educated chimpanzee, for another TV series winner. The first of the series is now being filmed at KTTV studios, with ***Gil Stratton*** and ***Virginia Wells*** set in the human co-starring spots. Producer ***Rudy Abel*** and assistant ***Peter Frank,*** the same team that supervises Lassie's career, will have similar duties on "Waldo." ***Arthur Hilton*** is directing. . . . ***Vincent Sherman,*** the producer-director, just back from Italy where he made a tri-language film for Titanus Films, is talking a deal with NBC for a new film series titled "Cafe 101." ***Irving Shulman*** and ***Mort Braus*** have written the first two scripts, and Sherman would like to get ***Ann Sheridan*** for the girl in the highway restaurant.

Foremost Dairies is picking up the tab nationally on the "syndicated" film musical series, "The Rosemary Clooney Show," which premieres next Tuesday at 9 P.M. via KTTV. The Hi-Lo's and ***Nelson Riddle*** join ***Miss Clooney*** as regulars on the show, produced by Revue Productions for MCA. A number of the subsidiary milk distributors are expected to drop their trade name in favor of the parent, Foremost. . . . ***Jan Sterling*** made a pilot for ***Jack Chertok*** for a new half-hour TV film series tentatively titled "Publicity Girl," which Chertok and ABC own jointly. This will be the first of a continuing series for Miss S ling, and tells of the incidents the life of a free-lance publi who owns her own Hollyw agency. . . . After getting the w about Jan, ***Fred Shevin*** repo that ***Jack Carson*** will film one his screenplays for Schlitz Pl house next week titled "The Pr Agent." . . . Producer ***Don Fedd son*** is hitching on to an old Alf Hitchcock practice, but with feminine slant. He's casting beautiful wife, ***Tido,*** for a walk role in every episode of The M lionaire.

Producer ***Bob Goldstein,*** in sociation with ***Jack Reynolds,*** announced he will film a half-h TV series based on stories c nected with the Barbary Co Filming will begin in July, Goldstein and Reynolds plan send a location company to S Francisco. They will shortly nounce a top personality as continuing star. Goldstein is a preparing another TV series, "T Adventures of Captain Kidd," association with NBC. ***Don Mar*** has been signed to develop it.

DICK LINKROUN, director NBC-TV's participation progr department, had the press "eati out of his handouts" at a De luncheon announcing the re-sch uling of "Today" and "Hon shows for the Pacific Coast stat His articulate coverage of the m tiple changes, information a basic reasoning behind the m had the flavor of a pep talk wh everyone enjoyed.

—SAMUEL D. BERI

OTLIGHT

tinued)

run on a regional and syndi- l basis at what Harold Gold- , vice-president in charge of s, calls "prices you can live ." Stars of individual seg- ts include Wendy Hiller, Flora son, Margaret Leighton and ors Guy de Maupassant, Rob- Louis Stevenson, D. H. Law- e, Saki, to name a few.

iliates

filiations with the three net- ks go on apace. As of the past , these: WTRV, Channel 6 in mond, Va., and WGR, Buffalo, ., affiliating with the ABC-TV ork; TV station WCKT, Mi- a basic affiliate of NBC, with Spot Sales as its national representative; Station RE-TV, Fresno, Cal., to be a iary affiliate of the CBS Tele- n Network in June.

y on TV

y Doty, the cartoonist and trator, has gone to TV, and "The Adventures of Danny " combining semi-animated vings and live action, has been to KPIX, Westinghouse San ncisco station, for 39 weeks of half-hour show, the deal made oseph P. Smith of Cinema-Vue oration, which distributes the es.

ssroom Circuit

early 2,000,000 high school college students have been to see definitive productions Shakespeare's "Macbeth" and hard II" in the course of the two years, thanks to television. productions are 16mm. kine- e films of Maurice Evans' live luctions presented over NBC- in the 1954 season, and made lable free to schools by Hall- k Cards, Mr. Evans' sponsor. project was conceived as a t educational service by Mr. ns, Hallmark and NBC, with lmark financing the processing distribution costs. Association ns of New York is distributor.

w "Pony Express"

heatrical Enterprises, Inc., an- nces in New York that it has ired for packaging and rep- ntation a new series of half- r TV films, "Riders of the Pony ress," produced in Hollywood veteran industry-ite Alan Dine- t. The major emphasis of the es will be on the youth and ication of the individuals who t the west.

mnibus" Time

ABC-TV has announced a def- e time spot for its newly ired prize-winning series, nnibus." Beginning in October, Ford Foundation series will be 1 Sunday nights from 9 to 30 P.M., EST.

THAT COMMERCIAL CAME TO YOUR HOUSE THE HARD WAY

by VINCENT CANBY

COMMERCIALLY speaking, the televiewer has it pretty good when he turns on his receiver and gets:

Harry and Bert walking jauntily into view, arguing between themselves and somehow delivering a pitch for Piel's Beer, or

A live-action film essay on the textile research and experimental laboratory of the DuPont de Nemours Company; or

A spritely ballet designed to call attention to the new line of RCA television receivers.

There are other times, however, when the screen will be occupied by an unattractive cartoon dog, singing unlikely praises to a can of dog food; or a live-action film record of the disgust that comes across the face of a vacuous blonde when she runs her hand through a suitor's greasy hair, or one of those bottles of an anti-acid which, by primitive animation, turns instantaneously into a cross-section of a stomach to show the anti-acid's action.

In nine years the production of television film commercials has grown in dollar volume 1,000 times to its present status as a $30,000,000 a year industry. Within its ranks are some of the brightest and highest paid creative talents in the country. According to a recent survey, there are no less than 373 companies making these commercials and in the neighborhood of 1,432 national advertisers using those services.

The success or failure of a television commercial perhaps depends on a higher degree of teamwork among talents than even a straight dramatic production. Not only must it tell its story—i.e. message—but it must tell it entertainingly and *without offense* either to the viewer's intelligence or imagination.

A commercial which is bad—either in its conception or technically—simply doesn't bore the viewer. It may actually un-sell the product. On repeated viewing, that blonde who runs her hand through the greasy hair suggests the need for a different kind of dressing not nearly so much as the suspicion that here is a girl with a peculiar fixation for running her hand through hair, anybody's hair.

The importance of the television commercial, spiritually, technically and economically, prompted the Society of Motion Picture and Television Engineers, in its 79th semi-annual convention in New York last week, to hold a special session devoted to an agency-producer-writer forum on the subject.

On hand were S. J. Frolick, vice-president in charge of the radio and television department of Fletcher D. Richards, Inc., who described the contributions of the TV programming, copy and production departments of an advertising agency to the finished product; Peter Cardozo, vice-president in the television department of Fuller, Smith & Ross, who discussed the "how" of writing the TV commercial; George Harrington, who read a paper by G. David Gudebrod, head of film production at N. W. Ayer, touching on the relationship of the agency to the producer and what each expects of the other, and Robert H. Klaeger, vice-president in charge of TV film commercial production at Transfilm, Inc., who told what the producer expects of the agency.

Speaking for the agencies, Mr. Harrington declared that every agency does not, of course, expect the same thing of every producer, but that the producer should supply all the services needed to complete the film according to the script, whether from his own shop or "utilizing creatively and accurately" facilities obtained elsewhere.

In an academic vein, Mr. Harrington listed some "Ps and Qs" which the producer should keep in mind: professionalism—"a respect for the working film as distinguished from the entertaining film"; performance—"which implies delivery on time"; people—"supplying the proper personalities to work on a particular job"; questions—"ask the right ones at the right time to lead to a better interpretation of the script"; quality—"a knowledge of when to cut corners and when not to"; and quotations—"give an accurate and firm price."

Mr. Klaeger, speaking for the producers, touched on a serious point that in fringe circles has given rise to much hilarity and mirth on occasion. That is, the seeming abundance of chiefs and the dearth of Indians in agency circles. The producer, said Mr. Klaeger emphatically, expects that the agency will supply "a voice of authority," one representative who can speak for the agency in all matters concerning production.

In addition, he asked that the agency consider the producer as part of its operation. Agency personnel, he continued, should learn more about the technical operations of production and should understand that competitive bids can vary because different producers consider different factors as production costs and because an interpretation of the script or storyboard, the basis of the estimate, will differ greatly among producers and even among personnel.

Mr. Frolick, considering the responsibilities of the various departments within the agency, explained that the programming department searches for the new program best suited to its clients' needs and handles script editing, auditioning, casting, set planning, costuming, rehearsing, etc., on an agency-produced show, and works with the networks or packagers on shows produced outside.

The job of the copy department, he continued, is to find the best approach and techniques for presenting the client's message; and the production department is responsible for such duties as supervising and approving animation models and layouts, selecting scenes, prints, etc.

The necessity of unity of time and place and, most importantly, of thought, a mark even of ancient Greek drama, was discussed by Mr. Cardozo in relation to the writing of TV commercials. He noted first of all "the importance of using one basic idea in any one commercial" because of the limited time and space. Having recognized this fact, he explained, the writer should then give his audience a point of reference by making it clear exactly what he is talking about. The commercial should then be developed so that one idea easily leads to the next in a simple and uncomplicated manner. Carrying the Greek analogy a little further, it might be said that the commercial should rush to its climax with all the inevitability and singleness of purpose of an Oedipus barreling on to his eye-gouging finale.

In addition, Mr. Cardozo noted, it is vitally important for the writer to know well the facilities at his command and to "recognize the importance of the visual." He must understand what will motivate his audience to watch his commercial and capture their interest in the first few seconds.

The forum ended with question and answer session, as well as the generally accepted idea that the TV commercial is going onward and upward with the arts. According to at least one dedicated Madison Avenue practitioner, the art is already here. It's his theory that the singing or musical commercial is the true American opera form of today.

Passing in Review

TELEVISION'S SEARCHING EYE last week explored at length the delights, the disasters, the promise and the peril that can come with a trip to and/or from Europe. The most effective was the Kraft Theatre's well-publicized kinescope repeat of "A Night to Remember," NBC-TV, Wednesday night. More emotionally in keeping with this time of the cuckoo, Spring, however, were the same network's "Dodsworth" (see below) and "Paris and Mrs. Perlman," the Alcoa Hour's delightful variation on an old, old theme, Sunday night. John Vlahos wrote the warm and occasionally hilarious script from which Gertrude Berg and Claude Dauphin extracted unexpectedly fresh meaning and poignancy. No subsequent innocent abroad will be quite so appealing as the emancipated Mrs. Perlman, elated at being nabbed by a Paris gendarme for reckless driving.

A second repeat, CBS-TV's "Out of Darkness," (Sunday, April 29) and happily sponsored by Shulton Toiletries, suffered somewhat from editing of the original 90-minute show down to 60 minutes, but that must be considered a necessary eventuality. Earlier the same day, CBS-TV's Camera Three featured a fascinating kaleidoscope of "Elizabethan Miscellany," including a scene from "The Duchess of Malfi" that proved rather strong on the day's first cup of coffee. In the evening CBS-TV's Alfred Hitchcock presented a neat but confusing little horror fable, "The Gentleman from America," a work of Michael Arlen, which told what can happen to a well-heeled tourist with a bent for gambling. Large sections of the televiewing audience still are trying to figure it out.

Elsewhere in the week, and in greater detail:

PRODUCERS' SHOWCASE: "Dodsworth," NBC-TV, 1½ Hour, 8 P.M., EDT, Monday, April 30, 1956. Live, compatible color, from Hollywood. For RCA Victor and Ford Motor Company.

There always is a certain amount of satisfaction in seeing a villian meet his come-uppance, even if the villain happens to be a rather handsome woman whose villainy is composed in about equal parts of a phobia against growing old and of a selfish desire for social position. In essence, this was all that was left of Sinclair Lewis' "Dodsworth" the other night. Gone with the years (or maybe just with this adaptation) was the satiric story that so accurately reflected the manners and morals of a specific time and specific places. Although the story was said to take place in the 30s, the physical production looked strictly 1956, making the almost completely motive-less characters seem more archaic than necessary. In the title role, however, Fredric March was fine, contributing a splendidly varied performance. Less fortunate were Claire Trevor, as the foolish, extremely tiresome wife, and Geraldine Fitzgerald, as the latter's successor. Effective in supporting roles were Celia Lovsky, Robert Boon and Regis Toomey. Robert Shaw did his adaptation from the Sidney Howard stage adaptation and Alex Segal was produced-director. Note might be made too of the nervousness surrounding this particular "Showcase" production, which originated from Hollywood. Not since the pioneer days of live TV have two such unfortunate camera "bloopers" turned up on one show.

THE EDDY ARNOLD SHOW. ABC-TV, ½ Hour, 8 P.M., EDT, Thursday, April 26, 1956. Live, from Springfield, Mo. Sustaining.

Eddy Arnold has a winning way with a song, pleasant, unobtrusive, country-style or western style and calm and quiet entertainment withal. It somehow seems a relief from the often bombastic, noisy fashion in which popular semi-classical or folk music is rendered these days. With Arnold and most accomplished is his guitarist, Chet Atkins, and likewise adding pleasantly to the half-hour is the instrumental quintet of Paul Mitchell. At the moment a sustaining show, this musical moment would seem to have that kind of family - enjoyment - in - the - livingroom appeal which should make of it a good bet for sponsorship.

LUX VIDEO THEATRE: "Impact." NBC-TV, 1 Hour, 10 P.M., EST, Thursday, April 26, 1956. Live, from Hollywood. For Lux Soap.

The unquestioned importance of performances to any piece of product, no matter of what nature, has been illustrated no more decisively of recent memory than in this show, and that by reverse reasoning. Here was an at least adequate thematic conception, with an adaptation to TV which was cliche-ridden but satisfactorily made to reach almost a low point of mediocrity by reason chiefly of weak performances. Brian Donlevy starred in the original film, and he struggled mightily with this adaptation, but could not cope with his support and the dialogue. Production values were reasonably good, but it must be said in all honesty that Angela Greene, who the scheming wife plottin murder of her industrialist band, Donlevy, appeared to emerged only last week at from high school dramatic Toni Gerry as the girl wh friended Donlevy, and John as the detective who prove wife's implication of Donle be false, bore some greate semblance to seasoned player there also cast weaknesses apparent. Earl Ebi dir Sandy Barnett did the TV ac tion and Cal Kuhl produce Stanley Quinn, executive pro Quite apparently there is no stitute for competence.

THE TURNING POINT: "U Game," WRCA-TV, ½ Ho P.M., EST, Saturday, Apr 1956. Film. For General El

Newly packaged by M Talking Pictures Service, this matic anthology (grab-bag) of half-hour films—most of were originally seen elsewh seems a likely entry in the s cation sweepstakes. The MCA Revue productions have a high fessional gloss, physically, a generally better-than-average on story content. "Unfair G is an amusing little tale of a married couple hunting gam Australia, and of the almost effect wrought by a pretty guide on the boor of a husb Marguerite Chapman and Elan, the wife and the guide spectively, carry the irony Richard Tregaskis co-authored script, from his own short-s

TELEVISION TODAY—Editorial Dire Charles S. Aaronson; Eastern Ed Pinky Herman, Vincent Canby; H wood: William R. Weaver, Samu Berns; Washington: J. A. Otten; Lo Peter Burnup; Photo Editor: Floy Stone.

COMMERCIALS ON THE SPOT

Continued activity in production of new commercial spots, to freshen the advertising appeal for a variety of products, includes the following:

At AMERICAN FILM

Medi Gum (*Doherty, Clifford, S & S*)
Ipana Toothpaste (*Doherty, Clifford, S & S*)
Progresso Food Products (*Carlo Vinti*)

At GEORGE BLAKE

Sanka Coffee (*Y & R*)
Schaefer Beer (*Direct*)
Amoco Super Permalube (*Joseph Katz*)

At CHARLES ELMS PROD.

Chore Girl Soap Pads (*Direct*)
Easy Washer Machines (*B B D & O*)
Columbia Mills Screens (*J. Walter Thompson*)

At FILM CREATIONS

Spry (*Foote, Cone and Belding*)
Amoco Gas (*Joseph Katz*)
Rayco Seat Covers (*Emil Mogul*)
Alcoa (*Fuller, Smith and Ross*)

At VERNON LEWIS PROD.

B. F. Goodrich Canvas Shoes (*McCann-Erickson*)
Calso Gas (*B B D & O*)
BonAmi (*Norman Craig & Krummel*)

At OWEN MURPHY PROD.

Life Magazine (*Y & R*)
Hills Coffee (*N. W. Ayer*)
American Telephone & Telegraph (*N. W. Ayer*)
Infra Rub (*S S C & B*)
Firestone Tires (*Foote, Cone & Belding*)

At SARRA, Inc.

Fisher-Price Toys (*Wells & Eby*)
Monasto Chemicals (*Gardner Adv.*)
Campbell Taggart Bakeries (*Gardner Adv.*)

At TELEVISION GRAPHICS

Chesterfield Cigarettes (*Cunningham & Walsh*)
Goetz Beer (*Compton Adv.*)
Campbell Soup (*B B D & O*)
Chrysler Cars (*McCann-Erickson*)

At TRANSFILM

Camel Cigarettes (*Wm. Esty*)
Minute Maid Orange Juice (*Bates*)
Imperial Margarine (*Foote, & Belding*)

At VIDEO PICTURES

Oldsmobile Cars (*D. P. Broth*)
Old Spice Lotion (*Direct*)
Pall Mall Cigarettes (*S S C B*)
Desert Flower Deodorant (*Dir*)

At UNITED WORLD FILMS

Campbell Soups (*Leo Burnett*)
Lustre Creme Shampoo (*Lenne Newell*)
Rinso (*J. Walter Thompson*)
Pepsi-Cola (*Kenyon & Eckhar*)
Du Pont Products (*B B D & O*)
Studebaker Cars (*Benton & Bowles*)



erger

(Continued from page 1)

e discussion with the producers distributors.

There is really no inconsistency. plight of the small exhibitor is n that every day, even every mo- nt of time, is of the essence. If ess of their grievances were to e tomorrow, it would be too late many small exhibitors. Every let- every phone call that comes to tells of the greed and rapacity of distributors. They speak of un- scionably high flat rentals, extor- ate percentage deals with guar- ees and 'no look' and the indi- ual exhibitor finds himself the vic- of what seems to be a concerted rt to put him out of business.

'Small Exhibitor' Stressed

Under these circumstances, Allied, ugh its leadership and expressing feeling of the rank and file, is sing for government intervention ch will give the small exhibitor a and square deal. But legislation s time and, consequently, every ed leader remains ready to sit n with the *presidents* of the film panies in an effort to reach an eement that will give the small bitor all out arbitration.

Only all out arbitration of all vances including present film ing policies will give the exhibi- the relief they need if they are ontinue in business. At this time, s a pious thought to hope that film company presidents will have vision they have lacked since the istry's earliest beginnings. It is naps too much to expect and that he reason that we continue to s for legislation while hoping that nay be unnecessary."

OA Protests

(Continued from page 1)

TOA, said he had asked for time estify against the bills.

bram F. Myers, general counsel Allied States Association, said he not yet decided whether Allied uld be asked to testify. Last year, en the subcommittee was consider- similar proposals, Brylawski testi- for both TOA and Allied.

Unions are putting on a big drive the legislation, but the proposals given little chance in view of r controversial nature and the ness of the session.

PA Housewarming

tephen Bosustow, president of A, is scheduled to arrive here n London today and will preside n "open house" party for the com- y's new offices here tomorrow rnoon.

Universal Opening Global Meet

(Continued from page 1)

tional gathering via Universal Pictures president Milton R. Rackmil. The reading of the message by Rackmil will be one of the highlights of the opening session tomorrow morning. In his welcome, President Eisenhower said: "Please extend my greetings to all those, from this country and from overseas, who will participate in the May 7 conference. I wish all of you the greatest possible success in your day-by-day contributions to international goodwill."



Alfred Daff



Americo Aboaf

The week-long series of meetings during which the foreign delegates will have an opportunity to familiarize themselves with the over-all operation of the Universal-International Studios as well as to see the latest product and discuss new sales and promotion policies, will be presided over by Alfred E. Daff, executive vice-president of Universal and president of Universal International Films, the company's foreign subsidiary, with Americo Aboaf, vice-president and general manager of Universal International Films conducting the sales meetings.

Nate J. Blumberg, chairman of the board of Universal, was host to the foreign delegates at his home yesterday. In welcoming them to Hollywood, most of them seeing the world's film capital for the first time, Blumberg paid tribute to them for their efforts in their respective territories which has made possible during the past five years the greatest growth in the entire history of Universal. He told them that with their help, Universal could attain even greater heights in the year ahead. He urged them to take back to their countries and to their customers, the Universal story, told in terms of the first-hand knowledge they would gain during the course of their meetings at the Universal-International Studios where they would see all the technical improvements in motion picture production which have taken place in Hollywood during the past five years—wide screen, CinemaScope, and VistaVision.

Meetings Formerly Separate

The world-wide Hollywood conference is an innovation for Universal in that in previous years the company's four overseas divisions — Europe, Latin America, the Far East and Australasia—have met in separate divisional conferences overseas.

'Crime' Set for 125 Day-Date Openings

Allied Artists' "Crime in the Streets" has been set for more than 125 day-and-date flagship theatre openings following its world premiere at the Victoria here later this month, Morey R. Goldstein, vice-president, announced.

The Vincent M. Fennelly production will be launched in June at the following theatres, in addition to the Butterfield, Minnesota Amusement and New England Theatres circuits:

Paramount and Fenway, Boston; Mastbaum, Philadelphia, Palm State, Detroit; Warner, Milwaukee; State, Minneapolis; Paramount, St. Paul; Paramount, Des Moines; Metropolitan and Ambassador, Washington; Allen, Cleveland; Palace, Peoria; Palace, South Bend, Ind.; Warners, Youngstown; Strand, Akron; Ohio, Canton; Rivoli, Toledo, and Twin Drive In, Cincinnati.

Also, Century, Buffalo; RKO Keith, Syracuse; RKO Palace, Rochester; Town, Fargo, N. C.; Norva, Norfolk, Va.; Edmondson and Pulaski, Baltimore; Capitol, Trenton; Colonial, Harrisburg; Shadeland and Lafayette, Indianapolis; and East Main, West Broad, Scioto and North High, Columbus.

Sidney to Hit Road For 'Duchin Story'

HOLLYWOOD, May 6. — George Sidney, president of the Screen Directors Guild, plans a nationwide tour of key cities as part of Columbia's advance exploitation campaign on "The Eddy Duchin Story," which Sidney directed recently on loanout from M-G-M.

The director will confer with exhibitors in strategic centers in conjunction with special openings being set up by Columbia in cooperation with local theatres. He is also scheduled for numerous press conferences, and radio and TV appearances in the various cities in the itinerary.

"The Eddy Duchin Story" has already been booked in the Radio City Music Hall, New York; the Woods Theatre, Chicago; the Allen in Cleveland and the Beverly Hills, locally.

Cowan Appointed to CBS Vice-Presidency Of Creative Services

Louis G. Cowan has been named CBS's vice-president of creative services, a newly-formed position, effective immediately, it was announced by Dr. Frank Stanton, president of the Columbia Broadcasting System.

Cowan will be responsible for assisting executive, operating and service management in obtaining maximum effectiveness in each of the CBS operating divisions having to do with creative product, Stanton said.

The producer, who joined CBS Television in August, 1955, will have no direct operating responsibilities; his position is advisory to both the chairman of the board and the president, and, upon request, from the divisions, to CBS Radio, CBS Television and Columbia Records.

Set Limitations

(Continued from page 1)

tures, Paramount Film Distribution Co., Buffalo Paramount Corp. and American Broadcasting - Paramount Theatres. The circuit, which operates theatres in the Buffalo area, was barred under the statute of limitations, according to the decision. The anti-trust action concerns the following Konczakowski Theatres: Marlo, Circle, Senate, and Regent. The eight majors are the other defendants in the action, which seeks damages of $31,200,000 for the four theatres.

In connection with another Konczakowski suit, seeking damages of $900,000 and involving the Grand, also in the Buffalo area, Federal Judge Thomas F. Murphy dismissed the action with prejudice against the defendants Paramount Pictures and Paramount Film Distribution Corp.

Johnston to Confer

(Continued from page 1)

show, and that he would make such a recommendation to Johnston and the MPAA board of directors early in May. The planned meeting appears to have been shifted to Hollywood, however, as far as Johnston is concerned, and at a later date.

The 1955 "Oscar" telecast, as the previous ones, was sponsored by the Oldsmobile Division of General Motors.

Honolulu Greets 'Stover'

HONOLULU, May 6.—The world premiere of 20th Century-Fox's CinemaScope production "The Revolt of Mamie Stover" was held here Friday evening in recognition for the cooperation extended by the Hawaiian government to the studio during the filming of the picture.

IN SUPERSCOPE 235
2.35 SCREEN ASPECT RATIO WITH OPTICAL SOUND
SUPERSCOPE STANDARDIZES THE WIDE SCREEN
ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES
PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE
IN SUPERSCOPE 255
2.55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

Another bonus in screen brightness!

11% more light...

20% slower burning...

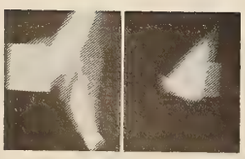


Greatly improved NATIONAL TRADE-MARK 10mm x 20"
High Intensity Projector Carbons

THE PAST TWO YEARS have seen constant improvement in "National" Projector Carbons. A new "Suprex" 7mm Carbon, "Suprex" 8mm Carbon, and now, a greatly improved 10mm High Intensity Carbon — all designed to give you more light and longer burning.

The objective of all these improvements is to provide for exhibitors the finest picture quality at lowest cost. The same leadership that has made "National" Projector Carbons outstanding over the years is still at work for you — with more new improvements to come.

Carbons are such a small part of overall cost, yet such an important element of superior projection. Be *sure* you have the best — always buy "National" Carbons.



THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN WITH
"NATIONAL" CARBONS

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 89 NEW YORK, U. S. A., TUESDAY, MAY 8, 1956 TEN CENTS

oyne Asserts

ax Campaign ains Strength Week by Week

ompo Counsel Feels ongress Is Friendly

The campaign against the Federal missions tax is "gathering strength" ery week, as work in the field pro- esses, Robert Coyne, special counsel the Council of Motion Picture ganizations, reported here yester- y.

Coyne, who returned here at the ekend from one of his frequent its to Washington, said that "if ngress does have an opportunity vote on the admissions tax reduc- n bill, I think we'll be in a strong sition."

COMPO, which is organizing and nsoring the campaign, is support- g the King measure which would it the application of the Federal missions tax "to that portion of the

(*Continued on page 7*)

ew 7-Year Columbia act to Schneider

From THE DAILY Bureau

OLLYWOOD, May 7.—A new sev- -year contract for A. Schneider, vice - president and treasurer of Columbia Pictures, has been approved, Harry Cohn, company president, announced today.



A. Schneider

Schneider, who also is a member of the company's board of directors, and recently was ap- inted to the self-regulatory review mmittee of the Motion Picture As- iation of America, has been with lumbia throughout his entire busi- s career. Cohn made the an- uncement at a meeting here of the mpany's board of directors and ex- utives.



Quigley Publications Photo

FILM ADVERTISING PANEL. At 22nd annual Quigley Showmanship Awards judging luncheon, left to right: Ernest Emerling, Loew's Theatres; Seymour Morris, Schine Circuit; Martin Quigley, chairman; Charles Schlaifer, Charles Schlaifer & Co.; Silas F. Seadler, M-G-M.

Industry Ad Executives Assail, Defend Film Copy

A panel of industry advertising executives, representative of both exhibition and distribution, yesterday discussed "What's Right and What's Wrong with Motion Picture Advertising" before an audience of 85 at a luncheon at Toots Shor's restaurant here. The occasion was the 22nd annual judging of the Quigley Showmanship Awards, conducted by the Managers' Round Table section of *Motion Picture Herald*, with advertising, publicity and exploitation executives of all national distribution companies and many theatre companies serving

(*Continued on page 11*)

House Committee to Consider Tax Data

From THE DAILY Bureau

WASHINGTON, May 7.—The full House Ways and Means Committee is scheduled to meet on Wednesday to discuss the report of the Forand subcommittee.

That subcommittee, set up to study technical excise tax law changes, suggested in its final report last month

(*Continued on page 7*)

Schlesinger Widow Seeks Accounting

Mrs. M. A. Schlesinger, widow of M. A. Schlesinger, is seeking a legal accounting from the Schlesinger Organization in South Africa and from Twentieth Century-Fox here, which has contracted to acquire the organization's theatres.

The accounting request is reported

(*Continued on page 11*)

O'Brien to Confer On 'Runaway' Films

U. S. studio craft unions attacks against "run-away" production of TV-filmed shows to England will be one of the several mutual problems to be discussed here between Sir Thomas O'Brien, general secretary of the National Association of Theatrical and Kine Employes of Great Britain, and Richard F. Walsh, president of IATSE.

This was disclosed here yesterday by Sir Thomas, in New York for the convention of the Variety Clubs International. Sir Thomas, in response

(*Continued on page 8*)

Strong Dissent

Wald Opposes TV Material For Pictures

Claims Fresh Narratives Needed to Attract Patron

By MURRAY HOROWITZ

A strong dissent against the use of TV story material for motion pictures was registered here yesterday by Jerry Wald, vice-president in charge of production for Columbia Pictures.



Jerry Wald

Wald, warning that Hollywood needs fresh, different story material that has the "chemistry" to bring people out of their homes, contended "why should people pay to see a 48-minute TV script stretched to fea-

(*Continued on page 7*)

Hoover Hails Scope Of Variety Clubs Int'l

By LESTER DINOFF

The 20th annual Variety Clubs International convention is a "milestone in Variety Club affairs, as the organization is truly international in its scope of operations," international chief barker George Hoover declared here yesterday upon his return from a two-month European trip.

Hoover is in New York to pre-

(*Continued on page 8*)

D.C. Raises Theatre Licenses to $800

From THE DAILY Bureau

WASHINGTON, May 7. — The District of Columbia commissioners have increased the annual license fees for Washington theatres from $500 to $800 a year, effective July 1. The increase was part of a general increase in business license fees here.

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W. C. GEHRING, 20th Century-Fox vice-president, will arrive in Omaha today from New York.

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At Milwaukee's Festival of Arts

Albright Traces Industry's Growth In Relation to Public Acceptance

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IN

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SAFARI





All the splendor, love-adventure and thrills of 'King Solomon's Mines!'

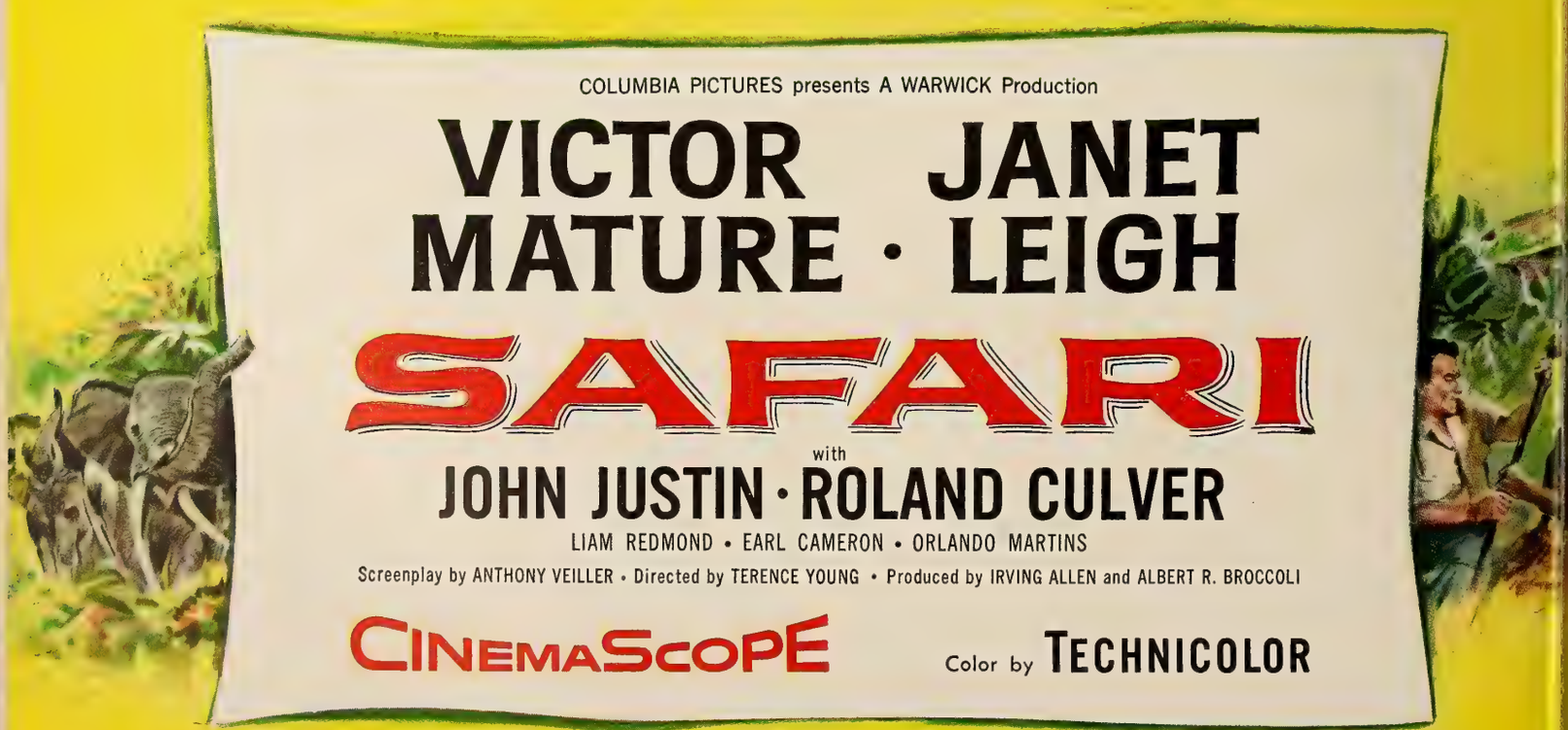




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- Filmed on safari in Africa's vast and wild Kenya country...with a cast of thousands!
- Actual lion hunts, rhino charges, elephant stampedes unmatched for motion picture realism and impact!
- The famed Chuka Drummers and other colorful wonders of Africa bring to your screen drama and scope seldom achieved!
- Spectacular Cinemascope and Technicolor vistas never before possible!

EVERYTHING ABOUT IT IS BIG!



SOON! NEWS OF ITS BIG, BIG EXPLOITATION CAMPAIGN

PEOPLE

Louis Nizer, industry attorney, has written the words and music for "Songs for You," a collection of children's songs which has been published by Bourne, Inc. The work also has been recorded for RCA Victor by **Shannon Bolin,** with orchestra conducted by **Marty Gold.**

¤

Bill Schaefer, of M-G-M's Chicago office, has been named district press representative for the company with headquarters in Des Moines. He succeeds **Bob Stone,** who moved to Metro's Minneapolis exchange. Schaefer's territory consists of all of Iowa, Omaha and Lincoln, Neb.

¤

Herbert Barnett, assistant to the president of General Precision Equipment Corp., will represent Theatre Equipment and Supply Manufacturers Association in a featured address to delegates to the annual convention of the Allied Independent Theatre Owners of Iowa and Nebraska at the Hotel Fontenelle in Omaha today.

¤

Jane Wyatt has been elected to the 1956-57 board of governors of the Western division of the Academy of Television Arts and Sciences in Hollywood.

Walsh Cites Accord Of Labor Leaders

The first few meetings of the Executive Council of the merged AFL-CIO have clearly demonstrated that the labor leaders of America can function as a unit in peace and harmony, Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees, declared here at a dinner celebrating his election to the Council.

Walsh was one of three guests of honor at the biennial dinner given in the St. George Hotel, Brooklyn, by IATSE District No. 10, comprised of New York State locals.

Russell Downing Cited

Cited along with him for contributions to labor-management-government harmony were Russell Downing, managing director of the Radio City Music Hall, and Charles W. Halloran, the state's first deputy industrial commissioner. Presentations on behalf of the district were made to them by Mayor Robert F. Wagner.

Toastmaster at the dinner was John C. McDowell, secretary of New York Local No. 1. Co-chairmen were Thomas Murtha, business agent of Brooklyn Local No. 4, and H. Paul Shay of Elmira Local 289, secretary-treasurer of the District. Numerous officials of labor, industry and government were introduced from the dais.

TV Material for Pictures

(*Continued from page* 1)

ture-length proportions when they saw the original version at home free?"

He called the grossing performance of "Marty," the TV play adapted for motion pictures which won a number of Academy Awards, a "freak." "Look at the other pictures" adapted from TV dramas and see how they made out at the box-office, he challenged. He predicted that less and less TV material will be bought for motion picture adaptation, adding that he would readily match the grossing performance of "Marty" against "Picnic," maintaining that there is a $5,000,000 profit differential in favor of "Picnic."

He declared a complete "retooling" is needed in Hollywood, arguing that all branches of the industry must recognize "the cold, hard facts" that only a fresh, exciting story, properly cast will bring people out of their homes. "Everybody," he continued, "is trying to copy yesterday's hit," which results in "look alikes" that are unsuccessful. He said he found enthusiasm lacking in Hollywood.

Working on 'Andersonville'

Citing an example, Wald said that he bought "Andersonville," the novel by MacKinley Kantor, seven months ago for the very reason that many people in Hollywood said that the property is not another "Gone With the Wind." He expressed deep satisfaction that the novel was awarded the Pulitzer Prize yesterday, adding that the picture, which he personally is producing, should go before the cameras sometime by the end of the year. He said that Irving Ravetch is working with Kantor on a screen treatment in Paris, and should have the script ready in about another week, when casting on the picture will begin.

Another example of getting material that is not familiar, Wald continued, is "Sons and Lovers," a novel by D. H. Lawrence that has "been lying around for 30 years," according to Wald. He said that when he contacted Montgomery Clift to play the leading role, he tacked a note on the novel, saying that "this is not like 'From Here to Eternity'."

With backlogs of feature film libraries being sold to TV interests, Wald argued that "old-fashioned" motion picture material cannot be sold at the box-office, when such material is available free on home TV.

Independent Production 'Tough'

Asked what he thought about the trend toward independent production, Wald said that a lot of actors who have entered the independent field with their own companies are finding it "tough to break the back of a script." Such actors are now at the other end of the stick, Wald stated, and are now scrambling to get the proper script, rather than having a script handed directly to them by a producer.

He reported a very favorable action at the current Cannes Film Festival to Columbia's "The Harder They Fall," expressing hope that the picture will win one of the Cannes awards. He acknowledged that the picture was a bit disappointing in the first five dates in the U. S., but said that "it is now doing great," with a different advertising campaign.

Wald, saying that this is his first trip to New York in two-and-a-half years, said that he has a number of conferences scheduled with publishers. Asked about reported contract difficulties, he responded that "my flag is still waving at Columbia Pictures."

Tax Campaign

(*Continued from page* 1)

amount paid for any admission which is in excess of $1."

Coyne, asked to describe the current Washington outlook, replied that "it's touch and go," explaining that the general subject of tax reduction is tied up with the question of reducing the public debt. Another issue which impinges on the possibility of ticket tax reduction is a move to decrease the income tax, he said. There is no question that the budget will be balanced this year, Coyne added.

Current strategy, as previously reported, is to have the House Ways and Means Committee to take up and pass favorably on the King measure.

AA Dividend

HOLLYWOOD, May 7.—At a meeting of the executive committee of the board of directors of Allied Artists Pictures Corp. here the quartely dividend of 13¾ cents per share on the company's 5½ cumulate preferred stock was voted payable June 15 to holders of record on June 4.

House Unit to Hear

(*Continued from page* 1)

that the full committee might want to consider some further admission tax relief.

Many members of the full committee believe that the committee should not at this time get involved in changes in excise tax rates but should confine its action in connection with the Forand report to technical excise changes.

It may take several meetings before the full committee gets around to any action on any of the Forand subcommittee recommendations. The early meetings of the full committee will probably be devoted to having the members briefed on the subcommittee's proposals.

Shearman Services Set

HOLLYWOOD, May 7.—Services will be held Thursday afternoon, at Forest Lawn, for Russ Shearman, 49, special effects expert and Academy Award winner, who was killed in an accident on Saturday while on location in Cuba. His widow survives.

On Appeal

Supreme Court By-Passes TV Fight Film Suit

From THE DAILY Bureau

WASHINGTON, May 7.—The Supreme Court today refused to review a Circuit Court decision upholding a prize-fighter's right to damages as a result of the telecasting of pictures of one of his fights.

The case before the court involved a suit by Albert Ettore against Philco Television Broadcasting Corp. and Chesebrough Manufacturing Co. In 1949 and 1950, Philco's Philadelphia TV station telecast — with Chesebrough as the sponsor — films of a fight between Ettore and Joe Louis. Ettore sued, claiming that his rights of privacy and property had been invaded.

Dismissed by District Court

A District Court dismissed the action, but the Third Circuit Court of Appeals sustained Ettore's right to damages. Philco then appealed to the Supreme Court, but the high court today refused to step in. It gave no reason for its refusal to overturn the circuit court decision.

In its appeal, Philco pointed out that Ettore had been paid when the films were made originally and said the lower court decision would have "far-reaching effects on the future rights to televise old motion pictures." It argued that the Circuit Court ruling directly conflicted with Ninth Circuit Court rulings denying damages to Roy Rogers and Gene Autry when their old films were televised. The Supreme Court refused to review those cases.

Sees Rights 'Reserved'

The Third Circuit Court, in the Ettore case, held that even though Ettore had been paid for the films originally, commercial television was not in existence at the time of the fight and this fact was equivalent to a reservation by Ettore of his rights to the proceeds from telecasting the films.

Pulitzer Trustees Shun Film Awards

A flat refusal to consider the awarding of a Pulitzer Prize to the best motion picture produced each year was handed down yesterday by the Pulitzer trustees at a closed meeting, at which time they acted on award nominations for the current year.

The film award topic has been on the committee's agenda since first introduced in 1932 by Jack L. Warner, but the trustees have annually refused to take action, stating that it does not deserve classification with their yearly awards for journalism, letters and music.

Hoover Hails

(*Continued from page* 1)

side at the convention, which will begin here at the Waldorf Astoria Hotel tomorrow, with some 1,500 deelgates from 45 VC tents in attendance.

The Variety Clubs' chief barker, who visited tents in London, Dublin, Hamburg, Madrid and Rome during his trip, declared that Variety Clubs in Europe "have been considerably strengthened by my getting together with individual tents and discussing mutual problems." Hoover said that for some time, in Europe, there was a feeling that Variety Clubs were solely an American undertaking, but "that is no longer so. Variety Clubs are international in their operations and activities."

Ten from London

Commenting on the 20th annual convention, Hoover said that London has sent over a delegation of 10 representatives, headed by Sir Thomas O'Brien. He said that there is so much enthusiasm abroad for Variety Clubs that the Dublin tent is contemplating putting in a bid for the 1958 convention. Hoover said that the 1957 convention may be held in Las Vegas, as that tent is bidding for the meeting, along with "one or two others."

Discussing Europe in general, Hoover stated that some fear is being expressed by exhibitors as to the impact of commercial television, especially in Great Britain. He, however, said that from the opinions and discussions which he heard, TV is "no great threat, especially in markets where American films are exhibited in competition to that medium." Hoover pointed out that American films are still best received everywhere in Europe.

Theatre Associates Will Add To Holdings in 1956-57

George Hoover, chief barker of the International Variety Clubs, stated here yesterday that Theatre Associates, Inc., an organization in which he is partners with Tom Connors and Max A. Cohen, will expand its operations of theatre circuits within the next year.

He stated that Theatre Associates, which currently owns the Golden Glades Twin Theatre in North Miami, Fla., will take over and build some more theatres, both drive-ins and four-walls, within the next 12 months.

Hoover said that he will shortly meet with Connors, of Tom Connors Associates, and Cohen, president of the Cinema Circuit, to discuss the organization's operations.

12 Committees Preparing for Start of 20th VC Convention

Twelve committees, functioning under the command of Martin Levine, convention chairman, are mapping out last minute details for the opening of the 20th annual Variety Clubs International convention here tomorrow at the Waldorf Astoria Hotel.

'U' GLOBAL CONFERENCE OPENS



HOLLYWOOD, May 7. — Stressing that the gathering of Universal International Films' overseas branch managers and executives for their first global sales conference at the Universal-International Studios here marks the culmination of his desire of many years to have the whole foreign sales organization meet in Hollywood, Alfred E. Daff, executive vice-president of Universal Pictures and president of its foreign subsidiary, welcomed the 72 participating delegates from 55 countries at the opening session of their week-long conference. Photos of the assemblage were taken and sent by wire to the home offices and newspapers.

"The governments of the world should focus their eyes on this spot today, because, here under this one roof, we have the representatives of all the free countries of the world, meeting in a spirit of complete friendship and understanding with the object of assisting each other to make a great company even greater," Daff said.

"They would see different nationalities mixing in a way to confound the prophets of international rivalries and jealousies. There are no tensions here between the nationals of the countries represented and it proves the point that has been made so often —that when the peoples of the world learn to know each other and to meet each other, they come to understand each other and international rivalries and fears are minimized," Daff continued.

In welcoming the delegates to the Universal-International Studios, Edward Muhl, vice-president in charge of production, as the official host of the Conference, pointed out that he was certain that after they had had the oportunity to witness first hand the complexities involved in making motion pictures as well as the technical advances made in Hollywood production during the past few years, they would become effective ambassadors of Hollywood and of Universal in particular in their individual countries.

Other addresses of welcome were delivered by Milton R. Rackmil, president of Universal; Nate J. Blumberg, chairman of the board of Universal, and Americo Aboaf, vice-president and general manager of Universal International Films, who is conducting the sales meetings, and Charles J. Feldman, vice-president and general sales manager of Universal Pictures.

O'Brien to Confer

(*Continued from page* 1)

to a question, indicated that the issue of run-away production would be one of the many topics slated for discussion. He said a date for a conference with Walsh had not been set as yet.

He stated that motion picture business in Britain is "not too bad," describing it "about the same" as last year. In response to another query, he said there is no major labor controversy in Britain today.

Last night, Sir Thomas attended a reception in his honor, tendered by Charles H. Dand, director of films and publications at the British Information Service, at Dand's home. Many industry people were invited.

TESMA Equipment, Showman Clinic Set

An equipment and showmanship clinic and forum will be conducted in connection with the Theatre Equipment Supply and Manufacturers Association Convention and International Trade Show at the New York City Coliseum here, Sept. 20-25, it was revealed in the first edition of the TESMA newsletter.

The TESMA newsletter, the first which the organization has sent to its membership, discloses that the agenda for the clinic is still open.

The newsletter also contains short paragraphs about legitimate, business and personal news of the equipment and film world.

Exhibitor vs. Studio 'War' Posed by MGM Australian Drive-in

By FRANK O'CONNELL

SYDNEY, Australia, May 3 (B Air Mail).—The entry of Metro-Gold wyn-Mayer into the drive-in fiel here has many aspects of an industr "war."

The purchase by M-G-M of drive-in license at the Sydney subur of Chullora for $229,500 has le trade and industry observers to rais the question of a mild war breakin out between exhibitors and studios The Chullora license was acquired b a syndicate in which a well-know Sydney bookmaker was a prominen director. The Chullora situation i one of two that has gone to interest outside the big exhibitor combine i the recent granting of licenses b the Theatres and Films' Commission

Earlier Openings Seen

Industry observers believe it wil probably mean the exhibitor combine will be forced to open its drive-in sooner than they anticipated. The un usual feature of M-G-M's Chullor outdoor theatre is that it a twin drive in, the area divided into two section with a combined capacity for 1,32(cars. Sessions are to be staggered t permit a more convenient spread o traffic for patrons.

While not willing to confirm the price for the Chullora Drive-in, N. B Freeman, managing director here fo M-G-M, said that the studio also i building another twin drive-in a Oakleigh in Victoria. A December opening has been set for this outdoor which will cost M-G-M approximately $675,000.

Meanwhile, John Glass, general manager of Hoyts Theatres, Ltd., said that five drive-ins, to be operated by combined exhibitor interests, will open early next spring. They include theatres at Bass Hill, Dundas, North Ryde, Caringbah and French's Forest.

Glass estimated each of the theatres will cost $450,000.

Reynolds Joins Gill As Production Chief

HOLLYWOOD, May 7.— Verne Reynolds, for the past 16 years with Cinema Arts, Inc., Hollywood art production studio, has been appointed production director of the Clifford Gill Advertising Agency, Beverly Hills.

Reynolds' appointment, according to Clifford Gill, will augment the agency's servicing of motion picture and television accounts. Gill also revealed the recent appointments of Rusty Jacobs as his copy assistant and Ken Tanaka as art director.

To Tour for 'Searchers'

HOLLYWOOD, May 7. — John Wayne will leave here on May 16 for personal appearances in connection with the openings in Chicago, Detroit, Buffalo and Cleveland of C. V. Whitney's "The Searchers."

Who Wouldn't Take Another Look!?!

WHY DID MAMIE STOVER HAVE TO LEAVE SAN FRANCISCO ?



The STANDEE's got *just* the patron-pulling eye-appeal to boost your boxoffice!

See that it gets around... in your lobby, out-front, in hotels and terminals, all over town! Wherever this life-like, traffic-stopping Ballyhoo faces the public... it boosts the talk about your shows!

Get "Mamie" tonight! Call your nearest branch of



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

CONGRATULATIONS are in order for the Ballantyne Company, headed by Robert S. Ballantyne and J. Bob Hoff, which celebrated its 25th year of business with a gala silver anniversary party at its plant headquarters in Omaha. The program included an inspection of plant facilities from 5 to 6 o'clock; a cocktail hour from 6 to 7; and a buffet supper and special entertainment from 7 to 10.

•

"Let's Build a Drive-In" is the name of a new 16-page booklet just issued by National Theatre Supply and available free of charge at all its branches. As the title indicates, it describes the methods of building a drive-in theatre—from selecting the site through choosing equipment. The booklet includes many explanatory diagrams, typical drive-in layouts and various statistics. Information was secured from the field experience of National's representatives throughout the country who have helped plan and equip drive-in theatres since 1937.

•

Here's a new item for drive-in exhibitors: a cloth net which fits onto auto windows, acting as a screen to keep out mosquitoes and other insects. It is made by the J. Tibbatts Company, Union City, N. J. They suggest that exhibitors sell the nets (packed two to a set) directly to their patrons. The latter can use them throughout the season, storing them between times in the glove compartment.

•

For the drive-in snack bar, Dutch House, Inc., Philadelphia, has a new drink: a chocolate flavor packed in cans which can be served either hot or cold. It comes in both 6- and 8-ounce cans and requires no refrigeration. The drink is called "Dutch Treete." The manufacturer is a subsidiary of Marstan Distribution Company, Bronx, N. Y., which makes and distributes non-carbonated beverages and syrups in the east.

•

The Kling Photo Company, Hollywood, importers of "Arriflex" cameras, tripods and accessories, has announced three new accessories for the "Arri 16." They are designed, it is stated, to "increase the versatility of the studio or location camera." The additions include a 400-foot film magazine, a synchronous motor, and an animation motor.

REVIEW:

While the City Sleeps

RKO Radio

THE CASEY ROBINSON screenplay based on Charles Einstein's novel, "The Bloody Spur," portrays the cut-throat tactics of some newspaper executives in their attempt to get the news—here, the solving of a string of murders. The all-star cast of Dana Andrews, George Sanders, Vincent Price, Thomas Mitchell, Howard Duff, James Craig, John Barrymore, Jr., Ida Lupino, Sally Forrest and Rhonda Fleming are selling factors of this melodrama that should please audiences who like action and suspense.

The RKO release produced by Bert Friedlob and directed by Fritz Lang treats of the Kyne dynasty, a corporation that owns a metropolitan newspaper, a photo service and a wire service furnishing news throughout the nation. A string of murders, all of young women, is highlighted by the Kyne organization as Page One copy, the lead story over the wires and the major item for the photo service. Price, who takes control of Kyne, Inc., after the death of his father, sets out to create a position of executive director—with Sanders, wire editor, and Mitchell, managing editor, and Craig, photo boss, all vieing for the position.

Considerable footage is devoted to the schemes of the respective editors, each in his own way double-crossing the others in his attempt to solve the crimes and eventually land the new job. Andrews, a top reporter for the newspaper, realizes his allegiance to Mitchell, his boss, and sets out to solve the murders. In the end, after his fiancee (Miss Forrest) is implicated, he solves the crimes and brings the killer, Barrymore, to justice.

There is a great deal of suspense, subtle drama and romance interwoven into the story. The love triangle among Miss Fleming, Sanders and Craig adds to the appeal but this three-sided romance ends happily, as does the story, with the married couple (Sanders and Miss Fleming) reunited, and Craig walking the streets for a new job. Andrews, who portrays the most convincing role of the cast, has a fling at romance with Miss Lupino while he is engaged to Miss Forrest, but this too ends happily with Andrews and his fiancee ultimately honeymooning.

As a maniac, Barrymore is impressive. Because of its treatment of murder and extra-curricular marital adventures, the film is not recommended for children.

Running time, 100 minutes. Adult classification. For May 30 release.

JACK EDEN

Rep. Austria Post To Frank S. Daniel

The appointment of Frank S. Daniel as special representative in Austria for Republic Pictures International Corp. has been announced by Reginald Armour, the company's executive vice-president in charge of foreign operations.

Daniel is in New York discussing forthcoming releases with Republic International home office executives and will leave for his post in Vienna next Saturday.

Republic pictures are distributed throughout Germany and Austria by Gloria Filmverleih.

Consolidated Circuit Net Dropped in '55

OTTAWA, May 7. — Consolidated Theatres, Ltd., Montreal, recorded a consolidated net profit decline of 14.2 per cent in 1955 from 1954 and net earnings dropped to $205,879 from $240,761.

Drop was attributed to increase in TV facilities and the continued shortage of product. However, president J. Arthur Hirsch states that all signs at this time indicate an early adjustment.

Set Exam for Film Censor of New York

ALBANY, May 7.—A competitive promotion examination for director of the New York State Education department's motion picture division will be held July 7, the State Department of Civil Service announced today.

Candidates must be permanently employed in the competitive class within the state education department and must have served continuously on a permanent basis for one year preceding date of the examination, in positions of associate supervisor or higher. There are approximately 20 associate supervisors who will be eligible to try for chief censor. The salary is from $8,820 to $10,590, in five annual increments.

There will be a written examination and an oral one.

Applications will be accepted to June 8.

The position has been vacant since Dr. Hugh M. Flick was promoted to executive assistant to the commissioner of education. Last September, Dr. Ward C. Bowen, chief of the bureau of audio and visual aids, was then named acting director.

When he suffered a heart attack some weeks ago, Helen H. Kellogg, associated with censoring since the old motion picture commission was established in 1921, advanced from chief reviewer to acting director. She is retiring from state service Dec. 31.

Drive-in Ordered to Pay Col. $5,187 for Brief 'Gray Line' Ru

Special to THE DAILY

HARTFORD, May 7. — Superi Court Judge Frank Covello has o dered Pine Drive-In Theatre, Inc., Hartford, to pay $5,187 to Columb Pictures after finding that the Pi interests had violated a 1955 writt agreement relating to "The Lo Gray Line."

Columbia, under agreement tern had licensed to exhibit the film f 10 consecutive days, and was to r ceive 50 per cent of the gross receip of the first seven days, and 35 p cent of receipts of the next thr days, with a minimum guarantee $4,000.

The Pine, it was charged, exhibite the film for only four consecuti days and then refused to follo through on the agreement.

Equipment Exports In Sharp '54 Rise

WASHINGTON, May 7.—Manufa turers in the photographic equipme industry shipped $867,000,000 wor of products in 1954, an 89 per ce increase over 1947, according to th Census Bureau.

The figures came from a prelim nary report on the 1954 census manufacturing, the first taken sinc 1947. The Bureau reported tha average employment in the industr has increased 6 per cent since 194 to a total of 59,200, in 1954. Valu added by manufacturing — the valu of the shipments less the cost materials, etc. — amounted to $560 000,000 in 1954, a 101 per cent in crease over 1947. The Bureau sai none of the figures was adjusted t take into account changes in pric levels.

The Census Bureau figures that th industry includes firms making sti and motion picture cameras, projec tion apparatus, film equipment screens, film paper, developers an other photo equipment.

Hornblow and Small To Produce 'Sheba'

Producer Arthur Hornblow, Jr. an nounced here yesterday after confer ences in Paris with Max Youngstein Francis Winikus and Charles Smadj of United Artists that the filming o "Solomon and Sheba" will take place in Spain next Spring.

Hornblow, who arrived in New York from Paris on Saturday, wil produce the Biblical film in associa tion with Edward Small for UA re lease. The film will be made wit color in Technicolor and a wide screen process.

Film Ad Copy Attacked and Defended

(*Continued from page* 1)

as judges of the numerous campaign entries.

Members of the discussion panel, introduced by Martin Quigley, who presided at the luncheon which followed the judging, were Ernest Emerling, advertising-publicity manager of Loew's Theatres, and Seymour Morris, head of advertising-publicity for the Schine Circuit, representing exhibition, and Charles Schlaifer of Charles Schlaifer and Co., Inc., advertising agency, and Silas Seadler, M-G-M advertising manager, representing distribution.

'Easy to Criticize'

Conceding that it "is easy to criticize," Emerling said he hoped to be constructive in voicing what he felt to be some shortcomings in film advertising. The design of many newspaper ads looks fine when considered by itself in the advertising manager's office, Emerling said, but sometimes loses its distinctiveness when appearing in a wide variety of newspapers, among many other ads on amusement pages. Ad copy, Emerling said, sometimes is lacking in information; and teaser ads may appear too far in advance of a film opening to be genuinely effective.

Press books and trailers, Emerling said, sometimes are late in getting to the exhibitor, through no fault of their creators; stills are not always effective, and some advertising on television hurts the theatres, although it also can be made to be a great help. Exploitation, Emerling said he felt, has been very good during the past few years.

Schlaifer Praises Staffs

Schlaifer said he believes the industry is too much on the defensive where its advertising is concerned. He contended that its copy is as good as that of other industries and that its advertising departments are capably staffed and intelligently run.

"My only criticism," he said, "is of the childish, apologetic attitude of people within the industry when our critics become active. We have been a whipping boy for too long. It is time we became aware of our strength."

Advises Theatres

Theatres, Schlaifer said, sometimes are at fault through carelessness in housekeeping and laxness in service. Good pictures and good advertising cannot overcome such failings, but often are blamed for the results.

Morris said he regards the public as lethargic toward theatres today but being a confirmed optimist believes that the right kind of advertising can "shock" the people out of their disinterest. Sometimes, he said, the pictures and not the distributors' advertising departments are at fault for ineffectual copy.

Morris Decries Evasion

"When you can't tell what a picture is about in your ads, when you have to advertise them by innuendo and evasion," the advertiser is at a disadvantage, Morris said. In this connection, he advanced the thought that the Advertising Advisory Administration of MPAA might advance changes in ad code provisions and procedures so that advertising copy for pictures approved by the Production Code Administration is not subject to too many restrictions.

Morris also hit advertising which emphasizes that a picture is based on a best-seller, contending that the appeal is limited and that more effective use of space could be made. He contended that national advertising is wasted when theatres must wait three to five months after its appearance to get the picture. He urged that more thought and planning be put into the preparation of trailers.

Trailers 'Most Important'

"Trailers are our most important and effective sales medium," he said. "Not having a good trailer for a strong coming attraction is like pulling down the shade in a department store window and hiding the merchandise on display."

Seadler cited the problem created for film advertisers by Hollywood guilds and agents that insist upon billing for so many individuals associated with a production. The result is that one-half the ad space sometimes is consumed for billing alone before the copywriter can get into his sales message. Seadler pointed out that other advertisers are not confronted with this problem.

He conceded that there is "lots of room for improvement" in motion picture advertising and added "We're all trying."

"There are no easy answers," he said, "but a lot of new and interesting things are being done."

Seadler Lauds Downing

Seadler commended Russell V. Downing, president of Radio City Music Hall, who was a guest at the luncheon, on the advertising of that show place which, while institutional in character, has proved effective for that unique situation.

Quigley introduced four previous Grand Award winners who were present at yesterday's luncheon. They were Lige Brien, United Artists; Raymond Bell, Columbia; Charles Hacker, Radio City Music Hall, and Harry Goldberg, Stanley Warner Theatres. Also introduced was Walter Brooks, director of Managers Round Table, which, Quigley announced, had just passed the 7,000 mark in membership for the first time in its history.

Ballots Being Tabulated

The ballots which will determine this year's Grand Award winner are now being tabulated. The result will be made known at the end of the week. Approximately 60 complete campaigns were entered in the final judging.

Ads Good If Film Is a Hit: Seadler

Summing up the brickbats and bouquets handed motion picture advertising at yesterday's 22nd annual Showmanship Awards luncheon sponsored by Quigley Publications, Si Seadler, M-G-M advertising manager and a member of the discussion panel, said it all boils down to this:

"Good advertising is that which is lucky enough to be connected with a hit picture, and bad advertising is that unlucky enough to be connected with a flop."

Olympic Games' TV Coverage Continues To Be Deadlocked

Negotiations for the coverage of e November Olympic Games in elbourne, Australia, by four domes- agencies which furnish news film TV stations were "deadlocked" last iday at a two-hour meeting in Mel- urne between a spokesman for the nerican group and William K. ughes, Olympic committee chair- an.

'No Coverage' a Possibility

At the Melbourne meeting, Hughes ld Ken Hall, representing the agen- es, that "there is no solution to e problem" and that "we will rego coverage of the games rather an give the film rights away on a ee basis."

Discussions thus far have been ntered on the Olympic committee's mand that the agencies pay for the m rights to the contests, rather than ve them film the games and merely y costs of exact coverage. The lympic plan over-all has been to m the games and to market the gatives on a worldwide basis.

Hughes told the agency spokesman at "we have an offer which more an meets the costs of film coverage d we will consider this before we ake any decisions on the matter."

Oil Firm Seen in Picture

Hall advised the local agencies—BS, NBC, INS-Telenews and United ess-Movietone News—that the offer parently was made by an oil firm London which had considerable in- est in the coverage.

Meanwhile, Hughes said he will ve Melbourne for New York on ay 22 and plans to meet with local encies in an attempt to clarify the mmittee's stand on the coverage. he agencies have maintained they ve a right to cover the games on par with the news services and still otographers and that they will not y for the film rights. They have ered a four-point plan to the com- ttee, which is under consideration.

ustralia Proposes Measure o Regulate TV Coverage

SYDNEY, Australia, May 3 (By r Mail). — An amendment to the oadcasting and Television Bill that ould exclude the televising of sport- g contests to a large degree has en proposed by William K. ughes, chairman of the Australian ympic Committee.

Currently in a struggle with Ameri- n agencies which furnish news films TV stations, Hughes proposed that lders of a TV license shall not tele- e any portion of a sporting or en- tainment event to which an admis- n charge is made without the proval of the promoters of the en- tainment. He also asks that ap- oval may be given without charge for monetary or other considera- ns.

Hughes, who said the object of the endment would be to give "special otection" to sporting promoters ainst "unauthorized televising of sports contests," is combating four American agencies over the coverage of the November Olympic Games to be held at Melbourne.

According to observers here, Hughes, a liberal politician, "has made an unholy mess of his handling of newsreel and television arrangements for the November games."

Carlton Named V.P. Of Trans-Lux TV

The appointment of Richard Carlton as vice-president in charge of sales of the newly formed Trans-Lux Television Corp., was announced by Richard Brandt, president of the firm.

Presently an Eastern sales manager for UM & M TV, Carlton will join the Trans-Lux firm immediately. Distribution of feature-length films, half-hour series and the Encyclopedia Britannica Films' library of short subjects is planned.

Schlesinger Widow

(*Continued from page* 1)

to be based on a partnership agreement between M. A. Schlesinger and his brother, the late I. W. Schlesinger, founder of the organization. On the death of I. W. Schlesinger in 1948 his son John became chairman of all the companies in the group. M. A. Schlesinger maintained the organization's office in New York for over 30 years until his death, which occurred three years ago.

Should the courts confirm the existence of a basic, over-riding partnership between the Schlesinger brothers, it is reported that agreements made for the disposition of assets of the Schlesinger organization, such as the 20th-Fox theatre deal, would be affected.

In addition to theatre operations the Schlesinger organization is active in many fields including insurance, advertising, catering, real estate and orange production.




KING KONG IS COMING!
RKO

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 90 NEW YORK, U. S. A., WEDNESDAY, MAY 9, 1956 TEN CENTS

chary Says

I-G-M Has an)pen Mind on 'V Material

ıys He Doesn't Know 'hat Score Is Yet'

Metro-Goldwyn-Mayer will main- n an "open mind" on the use of story material for motion pictures ıtil proven wrong," Dore Schary, e - president M-G-M in ırge of the dio, declared e yesterday. Schary, visit- New York home office nferences, s asked his nion regard- the adapta- n of tele- sion shows r motion tures, along with several other estions.



Dore Schary

He announced, at the same time, t Loew's for the next fiscal year

(*Continued on page* 8)

eport Fabian in WB tock Bidding Group

HOLLYWOOD, May 8.—Interest e today centered on widely circu- ed local reports that Serge Seme- ıko, executive vice-president of the st National Bank of Boston, is ac- ely negotiating for purchase of the ırner family's stock holdings in ırner Bros. Pictures on behalf of yndicate which includes Si H. Fa-

(*Continued on page* 9)

'PA Plans Erection f $2,500,000 Studio

United Productions of America will ld a $2,500,000 13-story studio- lding in the San Fernando Valley, th of Hollywood, next year under expansion program which will em- ce the production of television spot mmercials, short subject program- ıg for TV and theatres, and the in-

(*Continued on page* 9)

Stockholders Okay Purchase of Arcade By RKO Theatres

Special to THE DAILY

WILMINGTON, Del., May 8.—RKO Theatres Corp. received stockholder approval today to move into the field of electronics and synthetic textiles.

By a vote of 2,705,176 shares against 23,352, the directors of the corporation were authorized to complete negotiations for the outright purchase of the Cleveland Arcade Corp., which holds a 84.4 per cent interest in the Gera Corp. of New Jersey. At a meeting tomorrow, the stockholders will be asked to approve

(*Continued on page* 9)

Shectman in New Para. Sales Post

Appointment of Benjamin Shectman as head of the recently combined home office contract and playdate departments was announced yesterday by Paramount Film Distributing Corp.

Schectman, who heretofore headed the contract department, has been in the industry 30 years. His past associations include Warner Brothers, Producers Representatives, International Pictures and Eagle-Lion. He has been with Paramount the last eight years, most of that time as contract department head.

Senate Commerce Hearing

Skouras Plans Attack Vs. Toll TV in D.C.

20th May Use Black-and-White in Scope; Rejects $2,000,000 Offer from Video

By MURRAY HOROWITZ

A strong stand against subscription television will be taken by Spyros P. Skouras, president of 20th Century-Fox, when he appears next Monday before the Senate Commerce Committee in Washington, Skouras disclosed here yesterday.



Spyros P. Skouras

Skouras, at the same time, announced that 20th Century-Fox may produce black-and-white subjects in CinemaScope.

At an interview, the 20th-Fox president also disclosed that his company had turned down an offer of $2,000,000, plus a profit participation deal, for a group of old 20th-Fox features, packaged

(*Continued on page* 7)

Barkers Here For Annual VC Conclave

By LESTER DINOFF

(Picture on Page 4)

There's no business like show business, and some 1,200 barkers from 46 tents throughout the free world are here to prove that adage as showmen-delegates convene at the Waldorf-Astoria Hotel today to launch the 20th annual Variety Clubs International convention, which promises

(*Continued on page* 4)

Rackmil Says Int'l Market Potential Not Yet Reached by U.S. Industry

From THE DAILY Bureau

HOLLYWOOD, May 8.—The American motion picture industry in general and Universal International in particular, has not yet fully reached its full potential in the markets of the free world, Milton R. Rackmil, president of Universal Pictures, told the delegates at the company's first global sales conference at the Universal-International Studios here today.



Milton Rackmil

Rackmil optimistically predicted that the industry's foreign business will continue to progress and expand as the living standards, country by country, improve. "There is nothing more certain than that our industry will share in the additional money available for recreation and relaxation as the countries of the free world continue to prosper," he declared.

"I do not believe we have reached anything like our peak in the international field," he told the delegates. "Universal is pursuing a policy of careful analysis of the subject matter of all its pictures to make certain that they all have international appeal because we have found that

(*Continued on page* 8)

Berger, in K.C., Hits High Film Rentals

Special to THE DAILY

KANSAS CITY, May 8.—The present-day policies of motion picture producers as regards film rentals were rapped by Benjamin Berger, of Minneapolis, vice-president of national Allied, in a talk today during the annual convention of the Allied Independent Theatre Owners of Kansas and Missouri at the Aladdin Hotel.

The high film rentals, Berger told

(*Continued on page* 7)

Henderson to Africa On Schlesinger Deal

Donald Henderson, 20th Century-Fox treasurer, will leave here for Johannesburg, South Africa, next week, where arrangements for the closing of the company's deal to acquire the theatre properties of the Schlesinger interests there are sched-

(*Continued on page* 9)

PERSONAL MENTION

CHARLES BOASBERG, Paramount supervisor of sales for "The Ten Commandments," will leave here today for Philadelphia.

•

PETE MARTIN, motion picture editor of the "Saturday Evening Post," and JOHNNY HIGGINS, in charge of film advertising for the magazine, left here on Wednesday for the Coast.

•

COL. JAMES CARRERAS, head of Exclusive Films, and M. J. FRANKOVITCH, managing director of Columbia Pictures in Great Britain, have arrived in New York from London via B.O.A.C. Monarch.

•

RICHARD L. MEALAND, former production representative for Paramount in England, will return to New York with MRS. MEALAND tomorrow aboard the "Liberte."

•

SHELDON REYNOLDS, producer of United Artists' "Foreign Intrigue," and NICOLE MILINAIRE, associate producer, will arrive here from France tomorrow aboard the "Liberte."

•

MARTY WEISER, Coast publicist, is the father of a son born to MRS. WEISER at Cedars of Lebanon Hospital, Hollywood.

•

SAM GALANTY, Columbia Pictures Mid-Eastern division manager, will leave Washington today for Cincinnati.

•

JOHN SUTHERLAND, producer, is en route to Cairo, Egypt, via London and Paris, from Hollywood.

•

HANS LEDERER, talent agent, has arrived in New York from London via B.O.A.C.

Col. Contest Winner Gets African Trip

Columbia Pictures yesterday announced the details of its "Air France 'Safari' Contest," which will be conducted in 50 metropolitan areas this summer in conjunction with the release of the CinemaScope-Technicolor production, "Safari."

The nationwide contest will wind up with a national winner being selected from among the 50 local champions, with the winner and his guest receiving more than $5,000 worth of prizes in the form of: A trip to New York for two days, flight via Air France to Paris, and an air trip to Nairobi in Kenya, East Africa, locale of the motion picture starring Victor Mature and Janet Leigh.

D.C. License Fees To $135, Not $800

From THE DAILY Bureau

WASHINGTON, May 8.—Motion picture theatre license fees in the District of Columbia have been boosted from $75 to $135, effective July 1. An earlier story reported the increase to be from $500 to $800, but this is the increase for legitimate theatres.

$3,500 Palsy Check Given to Goldenson

In a surprise move, the home office of American Broadcasting-Paramount Theatres yesterday presented to Leonard H. Goldenson, president of the company, who is also a founder and chairman of the board of United Cerebral Palsy, a check in the amount of $3,500 as a token payment of the combined efforts of the company, its executives and employees on behalf of the 1956 Cerebral Palsy fund-raising campaign.

100 Representation

Each year since the inception of United Cerebral Palsy, the AB-PT home office executives and staff have been the first of the contributing groups to deliver a check for 100 per cent representation. When industry figures heard this check was to be presented to Goldenson before his departure for a month's visit to the film-producing centers of Europe on May 16, overtures were made to AB-PT's vice-president Edward L. Hyman, who heads the company's fund-raising efforts on behalf of Cerebral Palsy, for inclusion in the initial contribution check as a token of their esteem for Goldenson.

Among the contributors to the initial check were Robert Benjamin, A. H. Blank, Harold Brown, Steve Broidy, Sam Clark, George Dembow, Ned Depinet, Louis Finske, Edward L. Hyman, Ben Kalmenson, Arthur Krim, Herbert B. Lazarus, Harry Levine, Sidney M. Markley, Leo McKechneay, Martin J. Mullin, Robert H. O'Brien, Leon Serin, Simon B. Siegel, George Skouras, Spyros Skouras, Joseph Vogel and Dave Wallerstein.

DCA Acquires Two Films for Re-release

"Brute Force," released in 1947 and the first outstanding Burt Lancaster picture, has been teamed with "Naked City," of 1948, for DCA redistribution, it was announced by Irving Wormser and Arthur Sachson, DCA sales executives.

The acquisition of these two pictures brings DCA's total to eight pictures that are either in active release or in the soon-to-be-released stage for the first six months of the year.

Wage Law Hearings Start Tomorrow

WASHINGTON, May 8.—Two exhibitor officials are scheduled to testify before a Senate Labor Subcommittee Thursday in opposition to proposals to bring under the Federal Minimum Wage Law employees of theatre circuits and large theatres.

A. Julian Brylawski, chairman of the legislative committee of the Theatre Owners of America, will testify on behalf of both TOA and Allied States Association. He will be backed up by Claude Mundo of TOA.

Hearings Now in Progress

The Labor Subcommittee opened its hearings today, with officials of the AFL-CIO testifying in support of proposals for broadened coverage. AFL-CIO president George Meany said extension of wage-hour law coverage should have top priority in the balance of the session.

AFL-CIO research director Stanley H. Ruttenberg urged extending minimum wage coverage to all retail or service chains having five or more units, or having an annual sales volume of $500,000 or more.

Wayne Itinerary Set For 'Searchers' Tour

City-by-city dates for the personal appearances of John Wayne in the interest of C. V. Whitney's "The Searchers" were disclosed here yesterday by Warner Brothers, distributor of the film.

Wayne will appear at the world premiere of the feature at the Chicago Theatre, Chicago, on May 16; at the Center Theatre, Buffalo, on May 17; at the Palm State Theatre in Detroit on May 18, and at the Allen Theatre, Cleveland, on May 22.

In each instance, "The Searchers" will begin continuous performances following Wayne's opening night appearances.

Lida Named I.F.E.'s Adv. Coordinator

Fred Lida has been named coordinator of advertising for the I.F.E. Releasing Corp., Seymour Poe, executive vice-president, announced.

Lida came to I.F.E. two years ago as advertising assistant to Jonas Rosenfield, Jr., then advertising-publicity director. He served in a similar capacity under Fred Goldberg, Rosenfield's successor.

'Crime' Bow May 23

"Crime in the Streets," Allied Artists' drama of juvenile delinquency, will have its world premiere at the Victoria Theatre here on May 23, Morey R. Goldstein, Alled Artists vice-president and general sales manager announced.

Convention Greatest Information Medium, Montana Meet Told

Special to THE DAILY

BILLINGS, Mont., May 8.—There is no greater forum for the exchange of industry information than conventions which are so important to the American economic scene, Claude C. Mundo, administrative assistant to the president of Theatre Owners of America, stated in his talk today before the spring meeting of the Montana Theatre Association now being held at the Northern Hotel here.



Claude Mundo

Mundo, a former Arkansas theatre owner, stated that the exhibitor of this nation must choose one of two courses open to him in his present status of the declining box office.

"One . . . to remain dormant, refusing to admit its actual existence, in the hope of a tomorrow's miracle, or to lend constructive talents by attending TOA's forthcoming convention," Mundo said, adding that the national exhibitor association's meeting at the New York City Coliseum here, Sept. 19-25, will be "the greatest yet, devised to present the most practical and tangible concentration of minds ever assembled."

Calls Attendance 'Apprenticeship'

Mundo, in his talk before the Montana group, also mentioned the patronage shortage and product shortage. He said that an exhibitor's attendance at the coming TOA meeting "is an apprenticeship in tomorrow's operation as it develops knowledge and experience, reveals untapped reservoirs of information, and promotes thinking which may bring about a solution to many problems." He said that a committee is currently studying a plan to hold a problem-study meeting at the convention, "Brainstorming for Ideas."

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HOT as a



Welcome Variety International as

M-G-M BLASTS BROADWAY!

ASTOR
Completes HOT 2-month run!

"MEET ME IN LAS VEGAS"
Dan Dailey, Cyd Charisse, and all-star cast
CinemaScope—Color

•

RADIO CITY MUSIC HALL
(*Next Attraction*)
Aflame with love and revolt. A Big One.

"BHOWANI JUNCTION"
Ava Gardner, Stewart Granger
CinemaScope—Color

•

GLOBE
Love Adventures of the Planet Girl and the Earth-Man amazing Broadway.

"FORBIDDEN PLANET"
Walter Pidgeon, Anne Francis, Leslie Nielsen and Robby, The Robot
CinemaScope—Color

RADIO CITY MUSIC HALL
Packed houses love it. Never such reviews.

"THE SWAN"
Grace Kelly, Alec Guinness, Louis Jourdan
CinemaScope—Color

•

TRANS-LUX 52nd STREET
Not since famous "Lili" such screen entertainment! The love story of

"GABY"
Leslie Caron, John Kerr
CinemaScope—Color

•

PLAZA
(*Starts May 22*)
Nothing like it ever! A screenful of romance and beauty.

"INVITATION TO THE DANCE"
Gene Kelly, Tamara Toumanova, Igor Youskevitch
Technicolor

•

VICTORIA
(*Coming*)
Young love faces life with joyous courage.

"THE CATERED AFFAIR"
Bette Davis, Ernest Borgnine, Debbie Reynolds, Barry Fitzgerald

EXTRA! SPECIAL!
(*Soon*)

GUILD

The Exclusive Featurette in CinemaScope—Color
"WEDDING IN MONACO"

The Prize Picturization in CinemaScope—Color
"BATTLE OF GETTYSBURG"

Herbert Barnett

Says Disunity Stemmed from Divorcement

Special to THE DAILY

OMAHA, May 8.—A charge that the divorcement of production and exhibition has largely been responsible for the "disunity" within the motion picture industry was made at the Allied Independent Theatre Owners of Iowa and Nebraska convention today by Herbert Barnett, vice-president of the General Precision Equipment Corp.



Herbert Barnett

Addressing AITO members at a one-day meeting, Barnett said that the divorcement has not only relieved production of responsibility for theatres "but has also destroyed the essential foundation for mutual determination of best interests of the industry as a whole."

Defends Profit Motive

The speaker said that "under such circumstances no one can legitimately condemn the producing company for pursuing a policy designed to return the maximum profit. If this is determined to dictate fewer productions, how can one expect any other policy? It is to be expected that films for TV will be produced if found to be profitable."

As such, Barnett urged a substitution for the pre-divorcement operations since it would bring about cooperation among all phases of the industry.

He keyed his address to exhibitors and described how recent industry proposals are likely to affect their operations and theatre requirements. Stressed was the competition for the entertainment dollar, a lack of product, film rentals and the divorcement problem.

Looks Back at Recession

Commenting on the period of industrial recession that preceded the introduction of Cinerama and 3-D, Barnett said "it is risky to speculate as to the effects these innovations may have had on the economy of motion pictures. Perhaps these and attendant promotional handling may be given full credit but, if this is true, then we may all agree the temporary dislocations and other difficulties were justified."

Citing the more important innovations recently adopted by the industry, he disclosed that the concept of increased screen dimensions appears to be here to stay.

"Two wide film schemes have been proposed and developed to the point that productions are being photographed in these new dimensions," he added, and said the most popular is CinemaScope 55.

Barnett directed another general criticism of the new techniques when he declared "the question as to eventual release in wide film versions is a rather complex one and no conclusion has been reached at this time." He said that while the wide print can be produced, it must be realized that such costs will be far and above those of 35mm release prints. But, he added, the industry is faced with "the serious questions as to the actuality of a market and quantities to be anticipated for such equipment."

Asking exhibitor members to determine exactly what the type of material and method of presentation the public wants, Barnett concluded "a more prosperous industry will result when this fact fully dawns and cooperation among production, distribution, exhibition and equipment manufacturers is submitted for suspicion, for criticism and for independent actions.



INTERNATIONAL VARIETY OFFICERS: standing, left to right, Jack Beresin, Marc Wolfe, Jack Dumestre, R. J. O'Donnell. Seated, l. to r., Edward Emanuel, John Rowley, George Hoover, George Eby.

V.C. Conclave Opens Today

(*Continued from page* 1)

to be four days of fun-packed events and serious business.

As registrations for the international convention began to pile up yesterday, big doings were being planned for all barkers and their ladies, with the culmination taking place at the weekend with a Mardi Gras party on Friday evening and the selection of the Heart Award winner on the same day.

The International Variety Club convention was given a warm send-off by President Dwight D. Eisenhower, who, in a message to all barkers, said: "All of you have my warm greetings as you assemble for your 20th annual convention. I applaud your continuing generous work, particularly for underprivileged children in this and other countries and wish you an enjoyable and successful meeting."

Officers Hold Meeting

International VC officers, led by international chief barker George Hoover, met last night to set program details and the order of business, and fun, naturally, with much of the serious business taking place on the last two days of the convention. On Friday, bids for the 1957 international convention will be accepted and decided upon and it is said that Las Vegas, Miami Beach, and the international organization are going to make strong "pitches." The international VC group is said to be contemplating the chartering of an ocean liner if it is awarded the 1957 convention.

Among the other serious business will be the election of officers and the presentation of the Humanitarian Award on Saturday evening at the Waldorf-Astoria Hotel. Following the Award dinner, Variety Club Tent 35 will tender an "au revoir" party.

International Variety and its activities will be tendered a tribute on Ed Sullivan's Sunday evening television show, when clips from Ralph Staub's film, "The Heart of Show Business," which depicts charitable and humanitarian work done by Variety tents everywhere, will be shown.

'Get-Together' at Night

The program of events, tentatively listed, include a luncheon for delegation in the Starlight Ballroom today, while the ladies will hold their own luncheon in the Empire Room of the hotel. The evening will be capped off by the "Get Together" in Tent No. 35 club rooms in the Waldorf. Tomorrow the ladies will visit the United Nations and have a luncheon and fashion show in the Empire Room, while delegates will lunch again at the Starlight Room. Barkers and guests will cruise around Manhattan in the evening. On Friday, a Heart report will be rendered in the morning at the time of a meeting for lady barkers. Luncheon for delegates and guests is set for the Grand Ballroom, with the day being climaxed by the Mardi Gras party sponsored by Pepsi Cola. Saturday will be taken up by convention business and wind up with the Grand Finale—the Humanitarian Award dinner and the Au Revoir party.

Erin's Delegate to Variety Convention Tells of Tax Fight

By JACK EDEN

Concern over the entertainment ta increase in Ireland, effected la November, which has led to a loss o approximately six per cent of theatr admissions, was voiced here yesterda by Pat Brady, chief barker of Dubli Tent No. 41, who is in New Yor to attend the 20th annual conventio of Variety Clubs International.

An assistant secretary for Odeon o Ireland, Ltd., a J. Arthur Rank affil ate, Brady said the industry fight cu rently in progress in Dublin is d rected at lowering the admissions ta or, what seems to be more feasibl increasing the theatre's receipts.

Explains the Levy

Explaining the tax, he said tha before the new tax ratio went int effect last November, admissions a first-run houses were 50 cents, 2 cents of which went to the exhibito and 22 cents to the governmen When the new tax went into effec top admission prices were hiked fro 50 to 56 cents, 31 cents of whic went to the exhibitor, and 25 cent to the government. The industr campaign at present seeks to hav exhibitors receive at least 32 and pos sibly 33 cents of the 56-cent admis sion, and a comparable reduction i tax from 25 to at least 24 or 23 cent

Brady disclosed that the eight first run theatres in Dublin have suffere the most from the new tax standard while suburban houses, which ar growing by "leaps and bounds," fin the decrease in attendance les noticeable.

Combine the tax factor with th fact that the Irish government doe not permit depreciation or obsolesenc on theatres, and you have the reaso for the industry's plight in Ireland Brady said.

Improvements Delayed

"The depreciation factor has con siderably delayed improvements i city and rural theatres. Exhibitor are wary about building new house because it will take years and year for them to realize a profit. In con trast, construction of new house would be spurred if the governmen permitted exhibitors and independen owners to charge depreciation of thei houses.

"Practically all of the city house have CinemaScope, stereophoni sound and facilities for VistaVision but the general public, in most cases fails to note the difference betwee these modern techniques and th standard black-and-white," he said

Brady plans to submit a bid at th Variety convention to hold the 195 meeting in Dublin.

Asks SLC Tax Hike

SALT LAKE CITY, May 8.—Sal Lake's Mayor Adiel Stewart seeks a increase in the Utah sales tax to thre per cent from two per cent. Thi would increase the tax on theatr admissions.

C. V. WHITNEY TOLD MERIAN C. COOPER "Get the Best"



The Stuntmen

COOPER asked JOHN FORD to have filmland's most gifted and daring stuntmen enact the hand-to-hand combat scenes. They were:

BILLY CARTLEDGE
CHUCK HAYWARD
SLIM HIGHTOWER
FRED KENNEDY
FRANK McGRATH
CHUCK ROBERSON
DALE VAN SICKLE
HENRY WILLS
TERRY WILSON

the **C. V. WHITNEY** Pictures, Inc., attraction

JOHN WAYNE in

THE SEARCHERS

co-starring

JEFFREY HUNTER • VERA MILES • WARD BOND • NATALIE WOOD

from a novel personally selected by C. V. WHITNEY, president

MERIAN C. COOPER, vice-president in charge of production

directed by JOHN FORD

Color by TECHNICOLOR · in VistaVision

soon to be presented by **WARNER BROS.**

C. V. WHITNEY TOLD MERIAN C. COOPER "Get the Best"

Then COOPER asked JOHN FORD to capture the full sweep of the novel, THE SEARCHERS. FORD took the entire company to Monument Valley where he got real Navajos. The entire tribe cooperated, portraying the roles of their former bitter enemies, the Comanches.

Among the Indians were:

AWAY LUNA
BILLY YELLOW
BOB MANY MULES
EXACTLEY SONNIE BETSUIE
FEATHER HAT, JR.
HARRY BLACK HORSE
JACK TIN HORN
MANY MULES SON
PERCY SHOOTING STAR
PETE GRAY EYES
PIPE LINE BEGISHE
SMILE WHITE SHEEP



The Indians

in the **C. V. WHITNEY** Pictures, Inc., attraction

JOHN WAYNE in

THE SEARCHERS

co-starring

JEFFREY HUNTER • VERA MILES • WARD BOND • NATALIE WOOD

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directed by JOHN FORD

Color by TECHNICOLOR · in VistaVision

soon to be presented by **WARNER BROS.**

LITHO IN U.S.A.

Skouras Plans

(*Continued from page 1*)

or possible sale to TV. Skouras said he found the offer unacceptable, declining to state how much 20th-Fox would consider.

Skouras, questioned regarding his scheduled appearance at Washington hearings on the subject of toll TV, replied that he will explain his consistent stand against subscription television to the Senate Commerce Committee.

Watching Metro

In regard to the possibility of 20th-Fox producing CinemaScope films in black-and-white, Skouras said that he will watch how Metro does with "The Power and the Pride," the first production in CinemaScope slated to be done in black-and-white. He maintained that 20th-Fox has no rigid policy now against the utilization of black-and-white with the CinemaScope process, adding "we might do it ourselves if we felt it to the best interests of some subjects."

Asked about TV developments, Skouras acknowledged that the company has broken down its backlog into 10 packages of 50 pictures each for possible sale to TV. He also admitted that Hygo Television Corp. was one of the TV companies which negotiated with Fox. He added that as of now no deals have been consummated.

Clarifies Schlesinger Situation

Turning to another topic, Skouras was asked whether the current legal accounting request, made by Mrs. M. A. Schlesinger, widow of M. A. Schlesinger, from the Schlesinger Organization in South Africa, would have any effect on 20th-Fox plans to acquire the Schlesinger Circuit in South Africa. He replied in the negative, saying that under the present deal, 20th-Fox would be protected by any possible damage suits through an indemnification clause covering such eventualities.

Arthur Mayer Starts Industry Lectures

Arthur Mayer, coordinator of special promotions for Paramount Pictures, yesterday began a series of speaking engagements on the motion picture industry at City College Film Institute. His topic was "Great Movies of the Past and Great Movies of the Future," with reference to the recently-completed film production of Tolstoy's "War and Peace."

Mayer will speak at the New School for Social Research on Friday night on the subject, "Art and the Box Office." His radio appearances include the Ruby Mercer Show, May 15; "Weekday," May 16, and Martha Deane, May 17.

Ed Mager Dies

CHICAGO, May 8.—Ed Mager, on Film Row for more than 40 years, died here. He was associated with Allied Theatres of Illinois at the time of his death.

Collier Young Contends

Film Industry Doing Better Code 'Policing' Than TV

The motion picture industry is doing "a better job of policing itself than the television industry," in the opinion of independent producer Collier Young, who recently completed the first of two productions, "Huk," for United Artists distribution. With UA financing his independent productions 100 per cent, Young said that he will start his second film, "Halliday Brand," in June.



Collier Young

Young, who also is a partner in Filmaker Productions, one of the first independent companies, said that the motion picture Production Code is gradually being "liberalized in interpretation."

"Our industry is doing a better job of regulating itself than the field of television which enters into the home," Young said, pointing out that "good taste is not used by some TV people who use undue violence, plunging necklines and unsavory subject matter in their programming."

The independent producer said that he has found the Production Code Administration, headed by Geoffrey Shurlock, to "be very helpful in production." Shurlock's staff is "only too glad to help us straighten out scenes and dialogue which might be misconstrued," he said, citing as an example a scene in "Huk" which deals with a Philippine soldier becoming sterile in a prisoner of war camp. Young said that he pointed out the possible controversy which might have risen from this scene and said that the Code Administration was "very helpful" in the presentation and writing of it.

Young said that he is hopeful of staging a dual premiere for "Huk," in Manila and in New York, in August. "Huk" was written by Stirling Silliphant, former publicity director for 20th Century-Fox here.

Commenting on his TV plans, Young said that he is currently engaged in turning out a series on famous law trials, "On Trial," a half hour show written in conjunction with Larry Martin and Don Mankiewicz.

GPE Sales and Net Down for Quarter

Consolidated net sales of General Precision Equipment Corp., for the three months ended March 31, were $32,678,823 compared with $34,253,560 in the comparable period in 1955, Hermann G. Place, chairman of the board and president, reported to stockholders yesterday.

Consolidated net profit for the first quarter of 1956 amounted to $346,973, after taxes, equal, after deducting preferred dividends, to 20 cents per share on 1,065,329 shares of common stock outstanding as of March 31. This compares with consolidated net profit for the 1955 first quarter of $961,986, equal to 90 cents per share on the 972,412 shares of common stock outstanding on March 31, 1955.

A slight decline in both shipments and profit margins of defense orders, an extended strike in an important motion picture equipment plant and severe competitive conditions on certain industrial equipment were cited by Place as the reasons for the first quarter decline in sales and earnings. While the strike was settled late in January, "operations at the affected plant have not as yet been restored to normal," Place said.

Directors declared a cash dividend of 60 cents per share on the corporation's common stock, payable on June 15 to stockholders of record June 1. The directors also declared a regular quarterly dividend of $1.18¾ per share on the $4.75 cumulative preferred stock.

20th-Fox Launching Big 'King' Campaign

An all-media campaign will be launched by 20th Century-Fox to promote its second CinemaScope 55 production, Rodgers & Hammersteins "The King and I," which will have its premiere in July, it was announced by Fox.

Promotion for the musical drama will hit every major avenue of contact with the public over a seven-month advance period and will continue in all stages of exhibition, it was said.

Multiple audience impressions, as high as 18, will be realized among vast audiences through the combined publicity and advertising facilities of television, radio, consumer and trade newspapers and magazines, Sunday supplements, as well as massive music and book promotions on both the national and local levels.

Women's Clubs to See 'Madame Butterfly'

"Madame Butterfly," I.F.E.'s Technicolor motion picture presentation of the Puccini opera, has been chosen as the film production to be shown this year at the national convention of the General Federation of Women's Clubs, meeting in Kansas City next week.

More than 4,000 delegates from the United States and abroad will be in attendance at the four-day session, starting on May 14.

Berger in K.C.

(*Continued from page 1*)

the assembled theatremen and guests, are depriving residents of smaller communities of seeing the best Hollywood releases. The practice, he said, must be halted. "Some distributors are demanding as high as 90 per cent for film rentals, and a strong need exists for relief for the exhibitors," he added.

The speaker urged the Missouri-Kansas organization to go along with the Theatre Owners of America in appealing to the Senate Small Business Subcommittee for relief.

Allied Stand Supported

In a resolution, the convention, after proclaiming faith in the future of motion pictures, supported the stand of national Allied in endeavoring to obtain help through appeals to the Congressional committee.

The theatremen also went on record as favoring the passage of the King bill, which would abolish Federal amusement taxes on all admissions up to a dollar.

A scheduled election of officers was called off, and the present executives, including Beverly Miller, of Kansas City, president; Gene Musgrave of Minneapolis, Kans., vice-president, and Ronald Means of Kansas City, secretary-treasurer, will continue to serve.

15-State Billboard 'Trapeze' Campaign

United Artists has set a $64,000 highway billboard campaign for Hecht and Lancaster's CinemaScope production of "Trapeze," it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation.

A major feature of the record $2,000,000 promotion for "Trapeze," the poster program will spot 2,500 conventional and luminous 24-sheets at key highway locations in California, Connecticut, Illinois, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New York, Ohio, Pennsylvania, Texas, Washington and Wisconsin.

Mass for Luis Montes

The Variety Club of Mexico will have a memorial Mass said at St. Patrick's Cathedral here on Saturday at 8:30 A.M. for the late Luis R. Montes, founder and former chief barker of the club. The Mass, which will be attended by many barkers here to attend the International Variety annual convention, will be said by the Rev. Sylvester McCarthy.

Eddie Cantor Party

A party marking Eddie Cantor's return to motion pictures in the Gregory Ratoff - L. Stanley Kahn CinemaScope production of Sylvia Hegan's Broadway play, "The Fifth Season," will be given at the Eden Roc, tomorrow night after theatre.

Ratoff will be co-host at the club.

Rackmil

(*Continued from page* 1)

tastes vary but slightly where good entertainment is concerned.

"We have embarked upon an ambitious program of global talent development, having signed some of the top stars and directors of other countries with an idea of enhancing the world-wide appeal of some of our future productions while introducing stimulating new personalities to the American audiences," said Rackmil.

"The spirit of Universal's first global sales conference is one of optimism in the future and confidence in our ability to fulfil the demands of our exhibitor customers throughout the world and their patrons, no matter where they are," he concluded.

TV Academy Elects Mercer as President

HOLLYWOOD, May 8.—The Academy of Television Arts and Sciences, Hollywood chapter, last night elected Johnny Mercer president, succeeding Don Defore.

Second vice - president Robert Longnecker moved up to first vice-president and was succeeded in his former post by Sheldon Leonard. Frank Lovejoy is secretary, Harry Ackerman treasurer.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

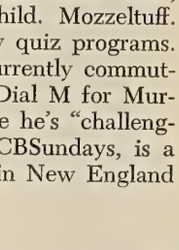
Television--Radio

with Pinky Herman

THE very ABClassy music series, "The Voice of Firestone," has signed to simulcast for another year as of June 11. Conducted by Howard Barlow since bowing into the radio scene back in 1927, the program has proven itself most popular with all music lovers. Arthur J. McGuinness, national advertising manager for Firestone, has been commuting from Akron to N. Y. for the past 19 years and has just been given a "Million Mile Citation" by United Airlines. The program is produced by Frederick Heider and directed by Cort Steen. . . . Robert Q. Lewis, whose quips and bon mots have livened many a panel, will be guest panelist on "What's My Line?" CBSundays May 20 and 27. . . . The Voice of General Electric, Kathi Norris, wife of producer Wilbur Stark, has just become the mother of a baby girl, their third child. Mozzeltuff. . . . One learns many things by tuning in to the many quiz programs. F'rinstance did you know that Vincent Price, who is currently commuting between Miami Beach (where he's appearing in "Dial M for Murder" at the Roosevelt Playhouse) and New York, where he's "challenging" jockey Bill Pearson on the "$64,000 Challenge" CBSundays, is a direct descendant of Peregrine White, first child born in New England among the Pilgrims?

☆ ☆ ☆

The selection by Nat Wolff of Dave Tebet to coordinate production duties for NBC 90-minute Spectaculars, is not only popular with the newshawks who for years have respected Dave's newsworthy cooperation and personal integrity, but is likewise a wise choice because of his many years of close association with Max Liebman. Frank Goodman, incidentally, who was associated with Tebet at M. L. Productions, will handle publicity for the Max Liebman Productions. . . . Thar's gold in them thar "re-runs." Ask any MCA-TV exec. During the 1955-56 season more than 2100 different sales of "re-runs" of its telefilm series have been made with numerous examples of proven increased audiences TViewing the second and oftentimes third and fourth runs in several key markets. . . . Barry Sullivan who scored as Lt. Barney Greenwald in the "Caine Mutiny Court-Martial" last November for "Ford Star Jubilee," has been named to co-star with Anna Maria Alberghetti in the Arthur Schwartz-Howard Dietz musical TVersion of "A Bell for Adano," CBSaturday, June 2 (9:30-11:00 P.M. EDT). . . . S. Hurok, who last year produced the Sadlers Wells Ballet "The Sleeping Beauty" and "Festival of Music," has been re-signed by NBC for another year as TV consultant and producer.



Dave Tebet

☆ ☆ ☆

Talented Gisele MacKenzie will CBStar in General Electric Theatre's presentation of "The Hat with the Roses," Sunday, May 20 (9:00-9:30 P.M. EDT). TVentriloquist Paul Winchell will be the recipient of a "Scroll of Honor" next Sunday at the Waldorf-Astoria, awarded by the Jewish Chronic Disease Hospital of Brooklyn for his outstanding services to the cause. After 19 years on Broadway, WMCA has moved its offices and studios to 415 Madison Ave. Incidentally, (Smiling) Jerry Baker, whose velvety smooth voice was featured over that station for more than 15 years, and who in that time was easily one of the best-liked songsters with music publishers, contactmen and songwriters because of his sympathetic cooperation in exploiting their wares, is currently down in Miami, where he's regional director for AGVA. (And just as popular there.) . . . After three years as manager of advertising and promotion for NBC TV Films, Jay Smolin has been named by Bob Rich to head the advertising, promotion and publicity dep't of Associated Artists Productions. Carol Levine, who was a film director for WPIX and later served in the publicity departments of DuMont and Columbia Pictures, will continue as director of publicity and film research at AAP. . . . Composer-conductor John Gart has been named to create special musical effects for the new "Dunninger Show" TV series which ABCommences tonight directly following the "Disneyland" program.



Gisele MacKenzie

Schary

(*Continued from page* 1)

will make about 20 films of its o with approximately another e slated to come from independents referred to the fiscal year begin August, 1956.

On the issue of whether TV dra make successful motion picture Schary said, "I don't know whe the score is in yet." He went o mention "Marty," the 1955 Acad Award winner adapted from TV being successful, considering budget. "We did pretty good 'Ransom', he added, although, cause of the change of title, that not be a good example," he sta Metro's upcoming release, "The ered Affair," adapted from Pa Chayefsky's TV play of the s name, should offer "a definite from our point of view," Schary cluded.

Contrary to Wald View

Schary's point of view was in trast to the opinion expressed Jerry Wald, vice-president in cha of production for Columbia Pictu who contended that with the possi exception of "Marty," other mot pictures adapted from TV dramas not do well financially. Wald, in exclusive interview carried in Mo Picture Daily, also flatly predic fewer TV dramas would be adap for the screen.

Schary, asked about the current mosphere in Hollywood, said there "no lack of enthusiasm there." acknowleged there is some "con sion" and "bewilderment" when tures of real quality do not do well the box-office, domestically. As about the box-office experience "The Swan," Schary said it is doing as well domestically as pected, but it is "tremendous" in rope and Latin America. He add that the disappointments are not c fined to Metro, stating that so quality product of other compan are not faring as well as expected the domestic box-office.

Sees 'Difficult' Market

Despite the disappointmen Schary said he and his colleagues tain their enthusiasm, working hard to turn out successful pictures what he acknowledged as a "diffic market."

The 20 slated for the studio t next fiscal year, in addition to eig outside productions, compares to t 22 this fiscal year scheduled for t studio, plus from six to eight ind pendents, he stated.

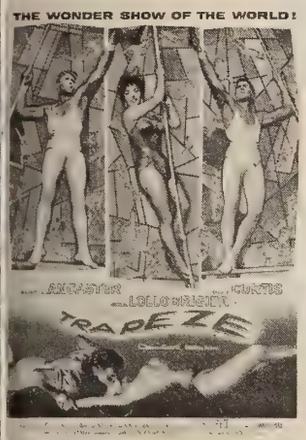
Asked how he felt about the a vent of the independents under t Loew's banner, Schary replied th "if they're going to help M-G-M they're wonderful." "You can't g hurt taking a profit," he declared.

Will Be Here 10 Days

Schary, who will be here for days, said he will attend the Loew board of directors meeting slated f Tuesday. This weekend, he has bee invited as a visiting lecturer to a dress the student body of Brande University, Waltham, Mass.

lational Re-Selling

The "Trapeze" Campaign



e of a series of full page ads ich will appear in full color in ional magazines.

HE largest national magazine advertising program in UA's history space budgeted at $330,000 has set for Hecht-Lancaster's "Tra-," according to Roger Lewis, nal director of advertising, publicity exploitation. Thirty-one publicas are scheduled for this campaign ng May, June and July.

full-color page in the May 28 of "Life" will lead off the cam-n, to be followed by a two-page r spread in the June 16 issue. A e-page, gate-fold insertion in full r is slated for the June 26 issue Look." Other full-color page ads scheduled for "Woman's Home panion" and "Redbook" for June; erican Weekly," June 17; "Col-," June 22; "This Week," June "The New Yorker," June 16, and enteen's" July issue. Coordinated playdates full-color page ads will ar in the Hearst Sunday Market p ("Pictorial Review" and "Pic-l Living"), also in "Promenade."

ne fan magazine schedule consists ll-color page ads in "Photoplay," dern Screen," "Screen Stories," vie Life," "Movie Star Parade," tion Picture" and "Movieland." page B&W ads are scheduled "Silver Screen," "Filmland," een Stars," "Movie World," een," "Hollywood Stars," "Screen " "Film Life," "Movie Secrets," vie Mirror" and "Movie Show."

ne combined circulation of the nal magazines and Sunday supents to carry the "Trapeze" preg campaign during May-June-is 170,000,000.

•

ne lead story in the May 5 issue The Saturday Evening Post" is first installment of "The New lyn Monroe." The story, written Pete Martin, is illustrated by os of Marilyn in full color, one hich spreads across two pages. in's factual, straightforward reporting makes Marilyn a more interesting girl in print than she has been heretofore. A photo of Monroe and an announcement of the story appear on the front cover of this issue. This article should help "Bus Stop," Monroe's new starring film.

—WALTER HAAS

RKO Theatres Stockholders

(*Continued from page* 1)

changing of RKO's name to RKO Industries, Inc.

Under the agreement, Arcade will receive 1,043,706 shares of RKO stock. Principal stockholder in Gera is Albert A. List, chairman of the boards of Gera and RKO. The RKO stock currently sells for around $10 a share.

The meeting, which was specially called in lieu of the annual meeting, also approved a reduction in the capital of RKO by the retirement of 111,600 of its 3,330,936 shares.

The annual report for 1955 showed a four per cent decline in box office receipts, attributed "in part to the operation of fewer theatres and in part to the lack of an adequate supply of quality motion pictures."

At the end of last year, RKO had 83 theatres, of which it operated 78 and leased five. Working capital was listed at $8,547,000 for 1955, compared with $8,143,100 for the previous year.

Reelection of the following directors was approved:

Theodore R. Colburn, David J. Greene, Dudley O. Layman, Albert A. List, A. Louis Oresman, Edward C. Raftery, and Sol A. Schwartz. Also approved as additional directors were William A. Broadfoot, vice-chairman of Gera; Royal B. Lord, chairman of the executive committee of Gera, and A. H. Parker, president of Old Colony Trust Co., Boston.

Consolidated net income of RKO Theatres and subsidiary companies for the first quarter of 1956 was $355,138, as compared with $535,236 for the first quarter of 1955, it was announced.

It was disclosed the next year's meeting will be held in New York.

Fabian

(*Continued from page* 1)

bian, president of Stanley Warner Theatres, Cinerama and International Latex.

Would Dispose of Theatre Interest

Fabian, who is prevented by Federal decree from ownership of substantial interests in both production and exhibition, is reported to be prepared to dispose of his theatre interest in the event a deal with the Brothers Warner is consummated.

Efforts to reach Si Fabian at his Stanley Warner offices here yesterday for comment on the Coast report were unsuccessful, and no comment was forthcoming from his associates in the organization.

Semenenko was associated with Fabian in the acquisition of the Warner Theatres when they were divorced from the parent company.

UPA Plans

(*Continued from page* 1)

dustrial and educational fields, it was announced here yesterday by UPA president Stephen Bosustow.

Bosustow, who returned this week from London where he opened a new studio-branch of his company to handle European TV spot commercial production, said within five years he expects UPA to turn out 18 shorts annually for theatrical distribution and at least one full-length animated feature yearly. Also, he expects to employ about 500 people in that time.

The animator said that the construction plans for the $2,500,000 studio are on the drawing boards, but members of UPA are surveying construction sites in Van Nuys, Calif., and in North Hollywood.

Working on 'Magoo'

The UPA head said that presently his company is engaged in turning out eight to 10 "Mr. Magoo" shorts for theatrical distribution by Columbia Pictures, with Columbia financing the project 100 per cent, and is producing a series of 26 one-half hour films, tentatively called "Boing-Boing," for presentation on CBS television next Fall. Bosustow stated that he expects the cost of each TV show, which will be an animated variety program with Gerald McBoing-Boing as narrator, to be about $75,000. He said that UPA presently employs close to 200 people in New York and Hollywood. Material for the TV shows will be original and at times employ some sequences from old UPA short subjects, he said. The CBS-TV series is financed 100 per cent by the network with UPA and CBS being equal partners in ownership of the series, he stated.

Henderson to Africa

(*Continued from page* 1)

uled to get under way around June 15. Work connected with the closing may consume as much as two months time.

Thereafter, Henderson plans a vacation in Europe, and will return to New York in the fall.

Good 'Stover' Takes Are Reported by Fox

Twentieth Century-Fox reports that "The Revolt of Mamie Stover," in its seven first domestic playdates, is outgrossing "Soldier of Fortune" and "The Left Hand of God" by margins as high as 26 per cent. The Buddy Adler production garnered $8,328 in two days at the Los Angeles Theatre, Los Angeles, against $7,408 for "The Left Hand of God," and $3,798 for "Soldier of Fortune." The attraction, in two days at the Loyola, Los Angeles, the company added, notched $4,614, to top "Soldier of Fortune" by over $2,000.

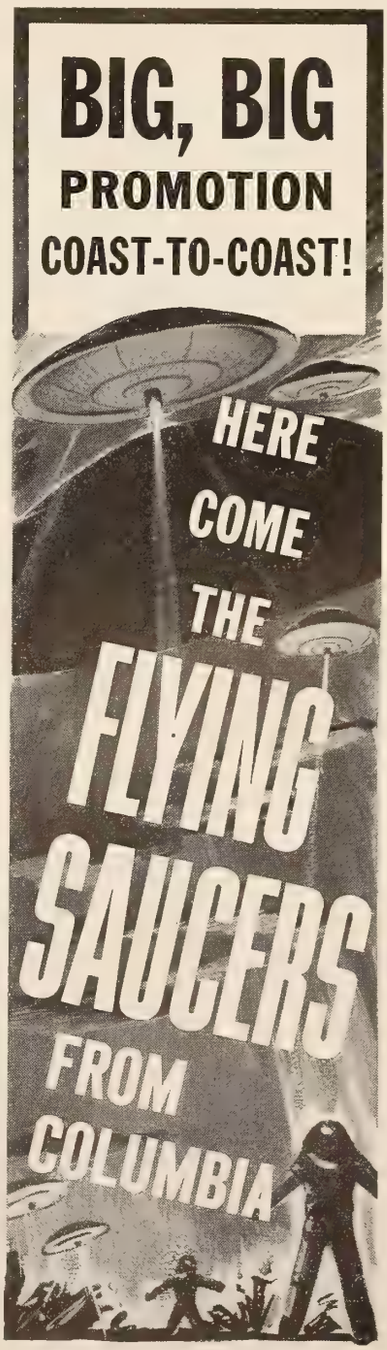
Arthur Is De Mille's Board Representative

HOLLYWOOD, May 8.—Cecil B. De Mille has announced the appointment of Art Arthur as personal representative on the planning board of Paramount executives created to guide release policies and public presentations, including public relations, publicity and advertising, for "The Ten Commandments."

Arthur will leave Friday for a week of conferences in New York.

Frank Vennett, 68

RUTLAND, Vt., May 8. — Funeral services will be held today here for Frank Vennett, 68, former manager for 40 years for the Paramount Theatre here, a New England Theatre, Inc., house. Vennett, who died following a long illness, is survived by his wife and three children.





THE TALE OF THE "TIGER" TOLD IN ROARING RAVES FROM THE TRADES!

"EXHIBITORS WHO FEEL THAT THEY'VE BEEN GIVING THEIR PATRONS AN OVERDOSE OF SEX, VIOLENCE, MURDER AND BLOODSHED SHOULD FIND TOY TIGER A WELCOME RELIEF... it's loaded with laughs... built for wholesome family entertainment!"...

MOTION PICTURE DAILY

"TOY TIGER boasts all the heart-warming, wholesome qualities of its predecessor..("The Private War of Major Benson") and should establish an even more impressive revenue record!"

BOXOFFICE





"The whole family will love TOY TIGER ...when real honest to-goodness family pictures are not too plentiful, here is one to really sell the folks... ideal entertainment for young and old alike!"

SHOWMEN'S TRADE REVIEW



"TOY TIGER is designed to insure exhibitors healthy grosses..."

MOTION PICTURE HERALD

"Film should appeal to young and old alike...preview audiences' warm response concludes that TOY TIGER will sell well all over the country!"

FILM DAILY



Universal-International presents

JEFF CHANDLER
LARAINE DAY
TOY TIGER
and TIM HOVEY

That hilarious little boy who drove "Major Benson" crazy!



with CECIL KELLAWAY · RICHARD HAYDN

Directed by JERRY HOPPER · Screen Story and Screenplay by TED SHERDEMAN · Produced by HOWARD CHRISTIE

PRINT BY TECHNICOLOR



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 91 NEW YORK, U. S. A., THURSDAY, MAY 10, 1956 TEN CENTS

Sir Tom Says

Johnston Plans Film Talks in London in June

British Labor Leader Invites Walsh to UK

By MURRAY HOROWITZ

Eric Johnston, president of the Motion Picture Association of America, plans to visit London, probably next month, to discuss Anglo-U.S. film problems, it was disclosed here yesterday by Sir Tom O'Brien, Labor member of the British Parliament and general secretary of the National Association of Theatrical and Kinematograph Employes.

Sir Tom said that Johnston told him of his planned visit in June, which will include other European capitals as well, at an informal discussion held Tuesday evening.

Sir Tom, here to attend the Variety Clubs International convention, said

(*Continued on page* 9)

Showmanship Need Stressed by Gehring At Ia.-Neb. Talk

Special to THE DAILY

OMAHA, May 9.—The need for "old-time showmanship" as the industry's weapon to combat "the common enemy, television," was pointed up today by W. C. Gehring, vice-president and assistant to the president of 20th Century-Fox, at the Allied Independent Theatre Owners of Iowa and Nebraska at its convention here.



W. C. Gehring

Stressing this "old - fashioned" personalized operation of the theatres, he charged, "We can't lick the common enemy, television, as long as you theatre owners and managers stay at home, watch Perry Como and then

(*Continued on page* 4)

Reade Also a Speaker

Blank Tells British U.S. Film Shortage Offers Opportunity

By PETER BURNUP

LONDON, May 9.—Myron Blank, Theatre Owners of America president, spoke frankly on the subject of current relations between the American and British film industries in addressing the London Cinema Luncheon Club here today.

"My blood boils at the suggestion that the attitude of American exhibitors toward your pictures is any more anti-British than the attitude of exhibitors here toward our films is anti-American," Blank declared.

"Such a charge makes not only for bad blood but for bad business. The biggest problem of American exhibitors today is to find enough pictures to fill our playdates. That rapidly is becoming a worldwide problem.

"We are all in this together. American exhibitors no longer dare to be choosy, and they certainly cannot afford to be chauvinists. We will play pictures from China to Timbuctoo if

(*Continued on page* 11)

Skouras to Testify May 21 on Toll TV

The appearance of Spyros P. Skouras, 20th Century-Fox president, before the Senate Commerce Committee to testify against subscription television will take place May 21, rather than next Monday as was previously scheduled. The hearings will take place in Washington.

'U' Overseas Gross Up 78%

From THE DAILY Bureau

HOLLYWOOD, May 9.—Universal International's overseas business has increased 78 per cent since 1951 in a rise perhaps unparalleled in industry annals, Americo Aboaf, vice-president and general manager of Universal International Films, the company's foreign subsidiary, told the delegates at the company's first global sales conference here today.

Aboaf further pointed out during a visual slide presentation of the company's relative position in the industry and its revenue increases in various territories during the past five

(*Continued on page* 10)

Disney, RKO Set Foreign Deals

Walter Branson, vice-president in charge of world-wide distribution for RKO Radio Pictures, and Leo Samuels, representing Walt Disney, yesterday jointly announced that an agreement has been reached whereby RKO Radio will distribute four new Walt Disney full-length features and accompanying short subjects in Latin America, the Far East (excluding Japan), Australasia and Switzerland.

At the same time, Branson and

(*Continued on page* 9)

SSBC Expected to Drop Probe of Film Companies' Interests in Television

From THE DAILY Bureau

WASHINGTON, May 9.—The Senate Small Business Subcommittee is preparing to let drop its never-off-the-ground study of the television interests of motion picture industry firms.

Chairman Humphrey (D., Minn.) raised the question of these interests during subcommittee hearings in March. He told the subcommittee staff to look into the situation.

Queries were sent out to the Federal Communications Commission on the matter, and the FCC has now replied. Committee officials said the reply was no more than a listing of industry firms with TV interests, as reported in trade publications. The committee officials said they felt there was no point in pushing on with the matter, and they thought Humphrey would agree.

1,300 in Attendance

Int'l Variety To Seek Boost In Membership

Donated $36,000,000 To Charity Since Start

By LESTER DINOFF

Variety Clubs International, which currently has some 8,000 dues-paying members in 46 Tents throughout the world, will seek to boost its membership rolls by admitting eligible members in allied communications fields, namely radio, television and newspapers it was recommended at the initial business session of the 20th annual convention which opened at the Waldorf Astoria Hotel here yesterday.

With some 1,300 delegates and their wives registered for the International Variety meeting, those attending the business sessions were informed that since the inception of Variety, $36,000,000 has been donated to various charities, humani-

(*Continued on page* 9)

Brylawski Warns of Minimum Wage Move To Include Theatres

From THE DAILY Bureau

WASHINGTON, May 9.—Theatre owners will not be able to support the increased expense in salary outlay if Federal minimum wage coverage is extended to theatres, Congress will be told tomorrow.

The statement will be made by A. Julian Brylawski, legislative chairman

(*Continued on page* 4)

Mass. Solons Pledge King Bill Support

Special to THE DAILY

BOSTON, May 9.—Support for the excise tax relief bill that would limit the admission tax to tickets above $1 has been pledged by Massachusetts Senator Leverett Saltonstall (Rep.) and Congressman Donald W. Nicholson (Rep.).

Both legislative officials acknowl-

(*Continued on page* 11)

PERSONAL MENTION

JACK COHN, executive vice-president of Columbia Pictures; A. MONTAGUE, vice-president and sales manager, and PAUL N. LAZARUS, JR., vice-president in charge of advertising, publicity and exploitation, have returned to New York from Hollywood. LEO JAFFE, vice-president, and A. SCHNEIDER, vice-president and treasurer, will return today.

•

DAVID GOLDING, advertising-publicity director of Formosa Productions, became a father yesterday, when his wife gave birth to a boy in Hollywood.

•

ALBERT DEANE, manager of Paramount International's department of censorship and editing, has returned to New York following a trip to the Far East and Australia.

•

MRS. R. J. O'DONNELL, wife of "BOB" O'DONNELL, general manager of Texas Interstate Theatres, left New York yesterday for Europe.

•

HOWARD STRICKLING, M-G-M studio publicity head, will arrive in New York from the Coast early next week.

•

MARTY BLAU, trade press contact for Columbia Pictures, and MRS. BLAU, will leave here at the weekend for a vacation in Virginia.

•

JOE FRIEDMAN, of the Warner Brothers home office special events staff, will leave New York today for Detroit and Chicago.

•

DAVID ROSE, producer, will arrive in New York today from London via B.O.A.C.

•

DAVE CANTOR, RKO Radio exploitation manager, left New York yesterday for Denver.

•

HAROLD J. MIRISCH, Allied Artists vice-president, has arrived here from Hollywood.

Philco Plans Closed Circuit TV Show

The Philco Corp. will stage a special closed circuit television program to 25,000 dealers in some 100 cities next Tuesday, utilizing facilities of the American Broadcasting Co.

The closed circuit show, one of the largest ever held in the appliance industry, will originate from the ABC-TV center here. Executives of Philco, ABC-TV, and the entertainment world will take part in the show.

See Skouras Visit To Russia in Sept.

Spyros P. Skouras, president of 20th Century-Fox, now expects to visit the Soviet Union in September, it was learned here yesterday.

Previously, Skouras reported plans to visit Moscow in the fall, without a date being fixed.

TV Impact Worries N.W. Showmen

BILLINGS, Mont., May 9.—Concern over the impact of television in the Northwest territory was expressed among exhibitors attending the spring meeting of the Montana Theatre Association at the Hotel Northern here today.

Theatre equipment people and theatre owners, in a closed door discussion, met to seek a solution to the impact of television on the box office. It was learned that A. F. Lamey, Billings lawyer, suggested that local exhibition forces "harness the apparent value of television by using it as a medium for institutional public relations approaches."

Television in the Northwest territory has grown considerably in the past few months, in stations going on the air and in home receivers.

UA Will Re-release 'High Noon' in June

Stanley Kramer's Academy Award-winning "High Noon" has been set for national re-release in June, William J. Heineman, UA vice-president, announced.

"High Noon," which stars Gary Cooper opposite Grace Kelly, was initially released in May, 1952. Since then it has played more than 22,000 domestic dates and grossed over $4,0000,000, UA said.

The re-release dating program will be backed with a new ad campaign, a full-scale publicity drive and an intensive promotion of the Academy Award-winning title song, according to Heineman.

Reissues of the "High Noon" recordings are currently being set with Columbia, M-G-M, Capitol, London and King records. New ads, now in preparation, comprise 300-, 200- and 100-line units. A re-release press manual is being prepared by the UA pressbook department.

Kazan Sets One

Newton Productions, Elia Kazan's independent motion picture production company, will produce "A Face in the Crowd" in Arkansas for Warner Brothers release. Kazan's film, said to be budgeted at $1,500,000, is scheduled to go before the cameras in August.

Nat'l Film Service Extends Meetings

Inability to complete negotiations with a distributor regarding nationwide service by the National Film Service has forced the extension of the semi-annual NFS meetings to at least the end of the week.

Chester M. Ross, executive vice-president of NFS, said discussions thus far have centered around progress reports and meetings with the distributor and NFS executives. He said, "in addition, we've spent a lot of time discussing the billing, collection and backroom work done for Buena Vista, Walt Disney's distributing organization, which we handle in all our 33 depots."

Commenting that "we still have details to iron out on several deals we're working on," Ross said that decisions on the matter may be expected within a week after the meeting adjourns. He noted that the meeting called by NFS officials has been called "the greatest demonstration of acceptance we've ever been given by the industry."

A report on the recent signing with RKO in Chicago and New York and Allied Artists in New York for backroom work, as well as a complete rundown on the new Salt Lake City and Butte facilities and the proposed new depot at Atlanta, was submitted to the board.

CBS First Quarter Net Hits New High

Consolidated net income of Columbia Broadcasting System for the first quarter of 1956 was $4,462,783, the highest first quarter earnings in the company's history, and 14.6 per cent higher than the $3,892,677 earned in the same period of 1955, it was reported yesterday at the meeting of the board of directors by William S. Paley, chairman.

The 1956 first quarter earnings were at the rate of 60 cents per share on the presently outstanding Class A and Class B shares, and compare with 53 cents per share for the comparable quarter last year.

Consolidated net revenues and sales for the quarter amounted to $88,406,663, compared with $77,-776,463 for the comparable period of 1955.

At the meeting, the board of directors declared a cash dividend of 20 cents per share on its Class A and Class B stock, payable on June 8 to stockholders of record on May 25.

Stereo Trailers

HOLLYWOOD, May 9.—RKO will employ stereophonic sound in theatre trailers for the first time when 250 prints of the King Brothers' production, "The Brave One," are distributed prior to the release date in June.

. . . NEWS ROUNDUP

Perakos Dinner Tonight

A sizable film industry delegati is expected tonight at the New B ain (Conn.) Press Club Man of t Year Awards Dinner. Guest of ho will be Peter Perakos, Sr., presid of Perakos Theatre Associates, C necticut circuit.

■

Canadian Imports Rise

Imports of films into Canada a vanced to $1,074,000 in January t year from $900,000 in preceding month and $859,000 in same mo last year, Canadian Government ports from Ottawa.

■

New Drive-in Control Plan

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PERSONAL MENTION

JACK COHN, executive vice-president of Columbia Pictures; A. MONTAGUE, vice-president and sales manager, and PAUL N. LAZARUS, JR., vice-president in charge of advertising, publicity and exploitation, have returned to New York from Hollywood. LEO JAFFE, vice-president, and A. SCHNEIDER, vice-president and treasurer, will return today.

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DAVID GOLDING, advertising-publicity director of Formosa Productions, became a father yesterday, when his wife gave birth to a boy in Hollywood.

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ALBERT DEANE, manager of Paramount International's department of censorship and editing, has returned to New York following a trip to the Far East and Australia.

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MRS. R. J. O'DONNELL, wife of "BOB" O'DONNELL, general manager of Texas Interstate Theatres, left New York yesterday for Europe.

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HOWARD STRICKLING, M-G-M studio publicity head, will arrive in New York from the Coast early next week.

•

MARTY BLAU, trade press contact for Columbia Pictures, and MRS. BLAU, will leave here at the weekend for a vacation in Virginia.

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JOE FRIEDMAN, of the Warner Brothers home office special events staff, will leave New York today for Detroit and Chicago.

•

DAVID ROSE, producer, will arrive in New York today from London via B.O.A.C.

•

DAVE CANTOR, RKO Radio exploitation manager, left New York yesterday for Denver.

•

HAROLD J. MIRISCH, Allied Artists vice-president, has arrived here from Hollywood.

Philco Plans Closed Circuit TV Show

The Philco Corp. will stage a special closed circuit television program to 25,000 dealers in some 100 cities next Tuesday, utilizing facilities of the American Broadcasting Co.

The closed circuit show, one of the largest ever held in the appliance industry, will originate from the ABC-TV center here. Executives of Philco, ABC-TV, and the entertainment world will take part in the show.

See Skouras Visit To Russia in Sept.

Spyros P. Skouras, president of 20th Century-Fox, now expects to visit the Soviet Union in September, it was learned here yesterday.

Previously, Skouras reported plans to visit Moscow in the fall, without a date being fixed.

TV Impact Worries N.W. Showmen

BILLINGS, Mont., May 9.—Concern over the impact of television in the Northwest territory was expressed among exhibitors attending the spring meeting of the Montana Theatre Association at the Hotel Northern here today.

Theatre equipment people and theatre owners, in a closed door discussion, met to seek a solution to the impact of television on the box office. It was learned that A. F. Lamey, Billings lawyer, suggested that local exhibition forces "harness the apparent value of television by using it as a medium for institutional public relations approaches."

Television in the Northwest territory has grown considerably in the past few months, in stations going on the air and in home receivers.

UA Will Re-release 'High Noon' in June

Stanley Kramer's Academy Award-winning "High Noon" has been set for national re-release in June, William J. Heineman, UA vice-president, announced.

"High Noon," which stars Gary Cooper opposite Grace Kelly, was initially released in May, 1952. Since then it has played more than 22,000 domestic dates and grossed over $4,0000,000, UA said.

The re-release dating program will be backed with a new ad campaign, a full-scale publicity drive and an intensive promotion of the Academy Award-winning title song, according to Heineman.

Reissues of the "High Noon" recordings are currently being set with Columbia, M-G-M, Capitol, London and King records. New ads, now in preparation, comprise 300-, 200- and 100-line units. A re-release press manual is being prepared by the UA pressbook department.

Kazan Sets One

Newton Productions, Elia Kazan's independent motion picture production company, will produce "A Face in the Crowd" in Arkansas for Warner Brothers release. Kazan's film, said to be budgeted at $1,500,000, is scheduled to go before the cameras in August.

Nat'l Film Service Extends Meetings

Inability to complete negotiations with a distributor regarding nationwide service by the National Film Service has forced the extension of the semi-annual NFS meetings to at least the end of the week.

Chester M. Ross, executive vice-president of NFS, said discussions thus far have centered around progress reports and meetings with the distributor and NFS executives. He said, "in addition, we've spent a lot of time discussing the billing, collection and backroom work done for Buena Vista, Walt Disney's distributing organization, which we handle in all our 33 depots."

Commenting that "we still have details to iron out on several deals we're working on," Ross said that decisions on the matter may be expected within a week after the meeting adjourns. He noted that the meeting called by NFS officials has been called "the greatest demonstration of acceptance we've ever been given by the industry."

A report on the recent signing with RKO in Chicago and New York and Allied Artists in New York for backroom work, as well as a complete rundown on the new Salt Lake City and Butte facilities and the proposed new depot at Atlanta, was submitted to the board.

CBS First Quarter Net Hits New High

Consolidated net income of Columbia Broadcasting System for the first quarter of 1956 was $4,462,783, the highest first quarter earnings in the company's history, and 14.6 per cent higher than the $3,892,677 earned in the same period of 1955, it was reported yesterday at the meeting of the board of directors by William S. Paley, chairman.

The 1956 first quarter earnings were at the rate of 60 cents per share on the presently outstanding Class A and Class B shares, and compare with 53 cents per share for the comparable quarter last year.

Consolidated net revenues and sales for the quarter amounted to $88,406,663, compared with $77,-776,463 for the comparable period of 1955.

At the meeting, the board of directors declared a cash dividend of 20 cents per share on its Class A and Class B stock, payable on June 8 to stockholders of record on May 25.

Stereo Trailers

HOLLYWOOD, May 9.—RKO will employ stereophonic sound in theatre trailers for the first time when 250 prints of the King Brothers' production, "The Brave One," are distributed prior to the release date in June.

. . . NEWS ROUNDUP

Perakos Dinner Tonight

A sizable film industry delegatio is expected tonight at the New Brit ain (Conn.) Press Club Man of th Year Awards Dinner. Guest of hono will be Peter Perakos, Sr., presider of Perakos Theatre Associates, Con necticut circuit.

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Canadian Imports Rise

Imports of films into Canada ad vanced to $1,074,000 in January thi year from $900,000 in precedin month and $859,000 in same mont last year, Canadian Government re ports from Ottawa.

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Ballantyne Is Host At Anniversary Fete

Special to THE DAILY

OMAHA, May 9.—Some 300 members of the Allied Independent Theatre Owners of Iowa and Nebraska, meeting here for their annual two-day convention, attended the Ballantyne Company's 25th anniversary party here last night.

Members and guests inspected plant facilities before a cocktail hour and buffet supper hosted by the equipment firm. Entertainment was given by the Muriel Lynne trio and comedian Mickey Shaughnessy.

Gehring

(*Continued from page* 1)

telephone your box-office to see how business is."

Elaborating on his concept of showmanship, the film executive asked for "old-time showmanship in which you were at the theatre as much as possible, greeting your customers, listening to their complaints, checking the sound and focusing of your product and inspecting the toilets and seats."

Decries Law Suits

Gehring criticized exhibitors for the many suits being filed in the courts, stating "the government said we film companies couldn't have theatres of our own. Okay, so we now ask for a unified front and that we wash our own linen rather than run to the government on every squabble."

He charged "there are too many exhibitor organizations today. There should be only one—call it any name you like. They only have one in England and it works out fabulously well for all concerned."

Gehring said the industry has "more competition than any other in the nation" and paralleled his description of TV by saying the theatres are just like a grocery store that has another store built right next door—except that this second store gives food away.

Standardization Discussed

At yesterday's opening session, the standardization of film and sound was the chief issue as described by Hugh McLachlan, chairman of the equipment committee of Allied of Indiana.

The need for "faith" and a sound optimism about the future was urged by Ray C. Colvin, executive director of TEDA from St. Louis, who warned about members commenting on bad business. "Nothing's dead unless you have a corpse," he added, "and I haven't seen a corpse in our business yet."

Other speakers on the program were Leo Wolcott of Eldora, Ia., chairman of the board of directors, and Gordon Parrish, sales promotion manager of Coca-Cola's Atlanta, Ga., office, who spoke on developing the concession business.

REVIEWS:

Crowded Paradise

Tudor Pictures

WITH TWO WELL KNOWN stage names, Hume Cronyn and Nancy Kelly in the top roles, "Crowded Paradise" stacks up as a well made independent melodrama dealing with Puerto Ricans in their newly found home in Manhattan. The picture has excellent photography by Oscar-winner Boris Kaufman who was responsible for "On the Waterfront." Good performances are turned in also by Enid Rudd and Mario Alcalde.

Emphasis is on romance, telling how it leads a young couple to find happiness as they go about solving their racial problems. For its treatment of the contemporary problem, the film achieves a realism that most audiences will appreciate. The film should create a realization of what immigrants face when they set out to establish a living in new social surroundings.

Produced by Ben Gradus and directed by Fred Pressburger, the film points up the growing concern over the racial problems, those which Alcalde faces when he arrives in the "Crowded Paradise" (New York) from his native Puerto Rico. An auto mechanic by trade, he soon finds he is unable to obtain a job in that field and, in desperation, accepts a position as a dish-washer in a restaurant. His love is Miss Rudd, an attractive girl, whom he had befriended during her visit to Puerto Rico. At the outset, her family frowns on the intended marriage but, after a chain of events, they, too, realize that the marriage would be a happy one.

Cronyn is convincing, portraying a jealous landlord who loves Miss Rudd and hates her intended husband. This unbalanced attitude of Cronyn's leads him to all sorts of chicanery aimed at putting Alcalde in jail so that he can have Miss Rudd to himself. His plans backfire, with the end result that he is jailed after his futile attempt to wipe out the wedding party with a grenade that fails to explode.

Director Pressburger projected the racial angle dramatically.

Running time, 93 minutes. Adult classification. For June release.

JACK EDEN

Zanzabuku

Republic

THE THIRD AFRICAN expedition of author-explorer Lewis Cotlow is presented vividly in this Republic film that has the animal kingdom as its cast. The survival of the fittest is its theme. Realism is the film's most satisfying selling point, taking the audience into remote areas where explorers seldom trek.

Photographed in Trucolor processed by Consolidated Film Industries, "Zanzabuku" invades the Belgian Congo, Kenya, Uganda-Congo and the game country of Tanganyika to capture the safari exploits of producer Cotlow and the various bands of African tribes as they hunt, kill and capture animals. Through a chain of adventures, considerable suspense is sustained as they hunt their prey and turn the theatre screen into a drama of jungle warfare.

In most cases the camera-work is commendable but there are several scenes, filmed from a moving vehicle, that are less intriguing. In these sequences, the moving camera gives blurred images.

The lensing, otherwise, is a factor that should boost the film's appeal to general audiences. The picture's treatment of jungle adventures is informal but stimulates interest as it reveals the animal habitat as only a close-up adventure film can portray. Ivor Slaney composed and directed the music that adds to the over-all appeal. Narration by Bob Danvers-Walker describes the action sequences.

Running time, 64 minutes. General classification. For immediate release.

J. E.

Murphy in D.C. Talk

WASHINGTON, May 9.—George Murphy, film star who has been the official U. S. representative at the Cannes Film Festival, will discuss the festival at the annual luncheon of the Motion Picture and Television Council of the District of Columbia on Tuesday.

Cross to Narrate

Milton Cross, Metropolitan Opera commentator, has been engaged by Artists-Producers Associates, Inc., to provide the introduction and narration for the films, "The Life and Music of Giuseppe Verdi" and "Figaro, the Barber of Seville," which Artists-Producers is releasing.

Brylawski

(*Continued from page* 1)

of the Theatre Owners of Ameri and speaking for both TOA and A lied States Association. He is sche uled to testify tomorrow before a Se ate Labor Subcommittee, which holding hearings on bills to exte Federal minimum wage coverage theatre chains and large theatres well as other retail and service esta lishments. Expected to appear wi Brylawski tomorrow is Claude Munc TOA executive secretary. Brylaws made his statement available here t day.

Warns of Upset 'Balance'

"The entire motion picture indu try, even in our largest centers, is ba anced so delicately on the knife-ed of survival or destruction," Brylaws declared in his statement, "that t smallest expense could throw the ba ance the wrong way."

Brylawski's statement also mai tained that minimum wage legislati for an intra-state industry is the pr rogative of the states, and not Congress. He also noted that in stat where there is minimum wage leg lation, "consideration" has been giv to "the theatres' problems."

Brylawski outlined the curre financial difficulties of theatres, a said the past six months have bee "the poorest six months the moti picture business has ever exper enced." He pointed to "countle closings" of theatres throughout t country, particularly in "small tow and hamlets."

Brylawski cited figures issued r cently by industry statistician Albe J. Sindlinger, showing a drop of ov 20 per cent in attendance at theatr for the past 26 weeks.

"We are like the frog that climbe two feet during the day and droppe back two feet, plus, each night," h said. "Everywhere we are going dee er and deeper in the hole. I do n know if we will get out of it."

Films 'Best Salesman'

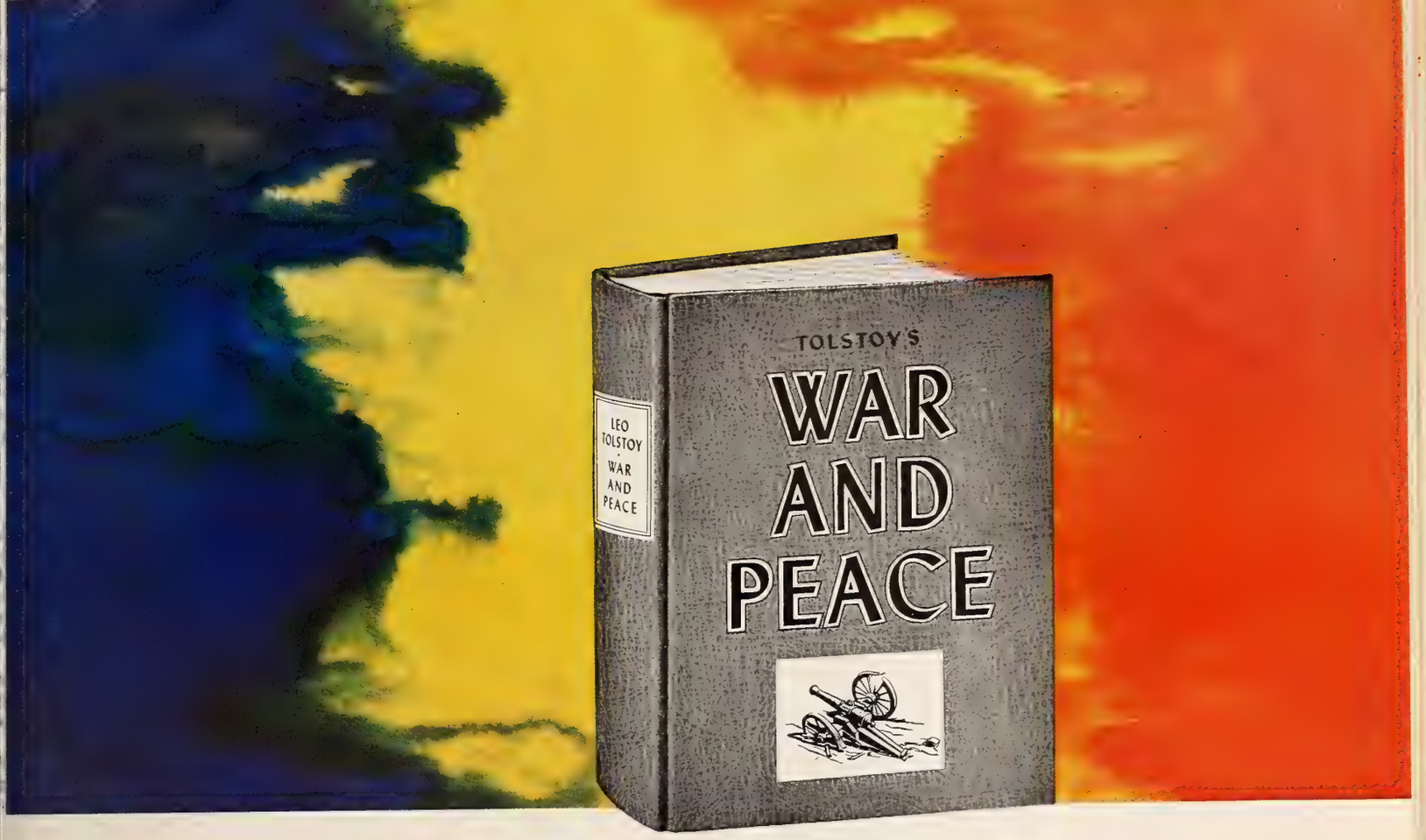
The theatre spokesman stressed th importance of keeping the industr alive, saying that the Commerce De partment says motion pictures are th "best salesmen for our nation goods," and that in the opinion the State Department, the industry motion pictures "show our prosperou high standards of living under ou capitalistic system."

Mundo is expected to give the com mittee more detailed information o closings and hardships cases, base on his recent tour of the country.

Buys 'Kings Go Forth'

HOLLYWOOD, May 9.—Produce Frank Ross today announced the pur chase of "The Kings Go Forth," b Joe David Brown, for a large cas sum plus participation in the profits Novelist Merle Miller will write th screenplay.

Ross, whose most notable previou literary purchase was "The Robe," will not negotiate a distribution dea until the script and casting are com pleted.



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Henry Fonda as Pierre

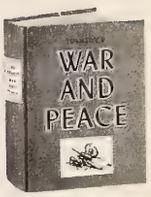


Mel Ferrer as Prince Andrey



The motion picture which has challenged the dreams of every producer for the fifty years of screen history has at last been made. The miracle of VistaVision, the talent of an international cast, the tireless work of eleven years preparation, the vast filming project of many months . . . all these have now placed this masterpiece in its final stages of editing. Already the tide of public interest is rising higher and higher—in anticipation of this epic story of the grandeur of man and the horror of war. And the far-flung mass audience awaiting it will share in the most deeply felt love story the screen has ever had the privilege to record. "WAR AND PEACE" will reach theatres late this year. It will be a milestone in exhibition, as well as in production. It will be a major experience in the lives of all who see it.

LEO TOLSTOY'S



War and Peace



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MEL FERRER

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War and Peace

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VISTAVISION

MOTION PICTURE | HIGH-FIDELITY

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ohnston

(*Continued from page* 1)

also held informal talks with chard Walsh, president of IATSE. stated that he invited Walsh to it London for further talks on mu- l labor problems, adding that he pes to receive Walsh's response be- e returning on Sunday.

Johnson Visit Welcomed

The NATKE leader said he wel- med Johnston's planned visit to ndon. Talks there, he continued, ll be more formal than those he ld with Johnston here and will in- de other persons in public life in itain. He acknowledged that the ndon talks could be considered eliminary conferences to the slated ll negotiations for a renewal of the glo-American pact.

Pact talks, he forecast, will be "un- ually difficult," in the face of what r Tom called pressures in Parlia- ent to increase the quota for British ms, as well as pressures to lessen e number of American film imports save dollars. "Personally," Sir m added, "I have a great sympathy ith the Herculean task that will nfront Eric Johnston when these lks" take place. Sir Tom said that e understands that the pact negotia- ons will be held in London, and ssibly Washington, also.

Wants More Playing Time

Another point of contention in itain is the feeling among its peo- le that British films do not get a air crack" in the American market. ir Tom condemned the disparity in ie respective playing time occupied y the films of each country, saying at British films occupy less than vo per cent of the playing time in merican theatres, while U. S. films njoy 80 per cent of the playing time f British theatres. There will be ressure on any British government) try to correct the situation, he dded.

He said he relayed all these senti- ents to Johnston at the informal iscussion. Asked about Johnston's esponse, Sir Tom said the MPAA resident acknowledged the existence f the problems and expressed hope f fixing a date for a more detailed iscussion of the problems in London round June.

Talked Production with Walsh

Asked about his discussions with ATSE president Walsh, Sir Tom re- lied that they dealt with employment roblems of technicians in Hollywood nd London and the producing of merican sponsored films in Britain s a whole, including so-called "run- way production." There is reluc- ance, he explained, on both sides f the Atlantic to employ technicians rom overseas. Sir Tom said, how- ver, referring to his Walsh talks, hat "our disagreements are very mall compared to our area of agree- ents."

The Labor M.P. said he plans an- ther visit to the U. S. in the early all, when he will attempt to per- uade various sections of the Ameri- can industry on the need for an International Film Council, an organization which would serve as a medium for an interchange of views and discussion on mutual problems. He said he has to sell the British industry on the idea, too. In his fall visit, Sir Tom added, he plans to visit Hollywood in an effort to give the industry on the Coast a better understanding of British labor problems.

Sir Tom pointed to a number of developments going on currently in Britain. The government survey from the trade attempting to assay the future of the film industry in Britain was stressed by Sir Tom. The survey, he explained, covers the questions of the continuation of the quota, the future of the National Film Finance Corp., and the general situation confronting the British industry, with special reference to the Eady production fund.

Variety Clubs Int'l to Expand

(*Continued from page* 1)

tarian causes and welfare institutions.

International Variety Clubs is primarily an amusement field organization, with membership predominately in the motion picture industry.

There was also some discussion on selecting convention cities two years in advance, but all pertinent talk on this issue was referred to business sessions on Friday. Under the VC constitution, convention cities are presently selected one year in advance.

Ladies Entertained

While the men from the 46 VC Tents, some loudly dressed in sports and Western style clothes, were attending the Astor Gallery meeting, the ladies were entertained elsewhere. They attended a special screening of "Oklahoma!" in the morning, were on the town in the afternoon and early evening, and with their menfolk, attended a late screening of Cinerama's "Seven Wonders of the World."

At the opening session, Rev. Sylvester McCarthy, chaplain of the worldwide group of showmen, pronounced the invocation and asked for a moment of silence in behalf of departed Barkers, Luis Montez of Mexico City, and Colonel William McCraw of Dallas. George Hoover, international chief barker, appointed James Balmer, one of the founders of Variety, as sergeant-of-arms for the convention. Pat Brady, chief barker of the Dublin committee, presented a suitably inscribed shillelah to Ed Emanuel, international convention director, and James Carreras of London presented a bowler hat to Hoover.

Martin Levine Chairman

Martin Levine, general convention chairman, of New York Tent No. 35, the host Tent, expanded on the activities scheduled for the entire convention before reports were heard from international officers. Hoover introduced Marc J. Wolfe, Main Guy, chairman of the executive board; Jack Beresin, first assistant international chief barker, and John Rowley of Texas, who discussed the possibility of establishment of a Tent in Honolulu.

A report on the financial condition of International Variety was presented by J. B. Dumestre, Jr., and Robert Adleman, International Press Guy, discussed the progress of his office in establishing a press information center. Hamilton Bissell, headmaster of Phillip Exeter Academy, discussed the scholarship his school has made available to Variety Tents for use in conjunction with their children's work. N. D. Golden, the International Heart Committee chairman, briefly reviewed the forthcoming Heart reports. The morning session was closed with an address by Sir Tom O'Brien of London on International Variety's world-wide progress.

Luncheon in Starlight Room

Barkers convened in the Starlight Roof for luncheon, which was highlighted by each Tent's delegates singing their individual songs. Guests of honor at the luncheon were Shirley Jones of "Oklahoma!" and "Carousel," Mary Saunders of "The King and I," and Richard Egan of "The Revolt of Mamie Stover." Seated on the luncheon dais were Ira Meinhardt, R. E. Whittaker, Ralph Pries, Pat Brady, Robert Adleman, Ezra Stern, Father McCarthy, Ben Goffstein, Nate Golden, Martin Levine, Ed Emanuel, Jack Beresin, R. J. (Bob) O'Donnell, John Rowley, George Hoover, George Eby, Marc Wolfe, Harold Klien, Rotus Harvey, Nat Cohen, J. B. Dumestre, Ed Shafton, Al Grubstick, Murray Weiss, John Jones, Guillermo Haza and Burt Robbins.

The afternoon session continued the discussion of the financial report by Wolfe, who explained the breakdown of the individual Tent's annual contribution to the International office.

Hoover Talks Finance

Hoover discussed the problem of financial assessments for foreign tents, stating that because of the fluctuations of foreign exchange, some would be hurt if subject to the same assessments as domestic tents. Eby, Second Assistant International Chief Barker, made a motion asking that the International be empowered to make whatever adjustments were necessary to make the situation more equitable. Pat Brady of the Dublin Tent explained the need for such an arrangement.

Richard F. Walsh, president of the IATSE, saluted Sir Tom for his labor efforts in England on behalf of the industry.

Father McCarthy spoke of his recent trip to India and his visit to the Bombay Tent. He said that the Bombay industry people are most progressive and felt they would form the nucleus of an excellent Tent. He said the same condition prevailed in Calcutta, where a Tent also is desired. Father McCarthy said he felt that Variety could now begin to expand its operations in the Far East, and discussed the Italian film industry. He said that he was particularly impressed with the speed with which Italian motion pictures were produced, and how well theatre showings are attended.

Coca Cola Party Today

Today's activities for Variety Club members will be culminated by a Coca-Cola-sponsored boat ride around Manhattan, with buffet supper in the evening. Barkers will be in business sessions in the morning and afternoon hearing reports on various functions and operations of International Variety. The ladies will be offered a tour of the United Nations in the morning and a luncheon-fashion show in the early afternoon.

Disney-RKO Deal

(*Continued from page* 1)

Samuels disclosed that RKO Radio Pictures will distribute world-wide a series of 18 single-reel Walt Disney cartoon re-release classics in Technicolor.

The quartet of full-length features, all in Technicolor, are the True-Life Adventure, "The African Lion," with the accompanying short subject, "Blue Men of Morocco," "The Great Locomotive Chase," in CinemaScope, with the Academy award-winning short subject, "Men Against the Arctic," in CinemaScope; "Westward Ho, the Wagons," in CinemaScope, with the short subject, "Samoa," also in CinemaScope, and "Davy Crockett and the River Pirates," with the short, "Man in Space."

Elect Trampe Head Of Film Carriers

The election of Ray Trampe of Milwaukee as president of the film carriers group of the National Film Service headed the slate of officers named by the group yesterday during its semi-annual meeting in New York.

Ira S. Stevens, executive secretary of National Film Service, was named to the same post with the film carrier group, replacing Clint Meyer, who resigned because of poor health. Other officers for the carrier group named were M. S. "Slim" Wycoff of Salt Lake City as vice-president, and George Callahan of Pittsburgh as treasurer.

Named to the executive committee were M. H. Brandon of Memphis as chairman, and, members, Earl Jameson, Jr., of Kansas City, Trampe and John H. Vickers, Jr., of Charlotte.

Members of the board of governors named at the meeting were Meyer Adelman of Philadelphia, George Altman of Canada, L. D. V. Benton of Atlanta, Dan Brandon of Memphis, James P. Clark of Philadelphia, Frank Gartner of Omaha, Thomas E. Gilboy of San Francisco, Paul Gruenwald of Seattle, Charles Isles of Des Moines, R. V. Smith of Atlanta and G. A. White of Houston.

N.E. Drive-in Owners Gird to Fight Bill Requiring $25 Fee

Special to THE DAILY

BOSTON, May 9.—A House bill of Rep. Louis H. Glaser, which would give the Commissioner of Public Safety the right to license open air theatres in the commonwealth upon a payment of $25, and would allow him to make such structural changes in the buildings as he deems necessary, is now in committee before the Ways and Means Committee.

Drive-in owners, through the Drive-in Theatres Association of New England and its parent organization, Independent Exhibitors, Inc., of New England, are bitterly opposing this legislation. At present the Commissioner of Public Safety has no jurisdiction over open air theatres, but each four-walled theatre must be licensed by the Commissioner at a yearly fee of $25. Drive-ins are subjected to local regulations and licensing in each city or town.

Broad Power Given

If such legislation were passed in its present form, it would allow the Commissioner to come in on almost any drive-in and require major structural changes which might conceivably cost the exhibitor as much as the original construction. That part of Glaser's bill reads: "The Commissioner may require such changes on the structural or other condition of any building or open air theatre, including entrances and exits thereto, both from public or private ways, before issuing any license as in his opinion the public safety requires, but no change shall be ordered in excess of the requirements for a new building of like character.

Renew TV Program

"Warner Brothers Presents," the film company's weekly television program, presented over the facilities of the American Broadcasting Co., has been renewed for the 1956-57 season.

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Asides & Interludes

—by Al Steen

NOTE from a reader whose signature was simply R. G.: "I had to laugh at your column last week. I say 'I had to' because my wife said I had to. All on account of because she said maybe you would print a joke she made up right out of her own little alleged brain. She says a film man quit the industry to become a garage mechanic. And when he heard about the universal joint, he thought it was at 57th and Park Avenue in New York."

☆ ☆ ☆

Dear R. G.: Not bad, but how many know that that address is the Universal home office? Some folks might not get the point. Besides, we haven't room to print the joke this week and we're not sure that we want to.

☆ ☆ ☆

It sort of reminds us of the story about the Siamese twins. They were landscape painters and they advertised themselves as united artists.

☆ ☆ ☆

Well, one joke leads to another. One guy says, "I'm a painter." And his friend says, "Landscapes?" And the first guy says, "No, fire escapes." And if that isn't digging the bottom of the barrel, what is?

☆ ☆ ☆

On the other hand, with producers aiming at such classics as "War and Peace," the story situation is such that the studios now are scraping the TOP of the barrel.

☆ ☆ ☆

The Variety Club convention is going on here and we overheard a couple of out-of-town barkers chatting in the Waldorf lobby. One fellow was heard to say that his tent headquarters was a real quaint, New Englandish type of clubroom with even a spinning wheel in the corner. And his friend said, "We have one, too, but we call it roulette."

☆ ☆ ☆

The Waldorf lobby is full of barkers, but there are few barks. All you can hear is wolf whistles. And those who can't whistle are barking up the wrong tree. Too many brought their wives.

☆ ☆ ☆

Wall Street brokers confess that when their kids were infants, they used to lullaby them with "By-low, Baby." Now they give their girl friends a good tip by saying, "Buy Loew, Baby."

☆ ☆ ☆

A woman, unfamiliar with the use of initials in this industry's lingo, was mystified as she listened to a barker talking to a friend in the Waldorf lobby. The barker's monologue went like this:

"I just finished the SMPTE convention and after the VC meetings end I'm going to drop in at RKO, UA, AA and MGM. Then I'm joining a TOA group and attend the SSBC hearings in D.C. I want to have a talk, too, about UHF and VHF and to hear more about EDC before going to the MPAA office and later meeting a fellow from IATSE. I'll be back in New York to see some friends at AB-PT before pushing off for L.A. to see how my theatre's B.O. has been doing."

As the woman moved away, she was heard to mumble, "If that guy is O.K., then I must have the D.T.'s."

'Screaming Eagles' Premiere in N.C.

"Screaming Eagles," Bischoff-Diamond production for Allied Artists dealing with D-Day exploits of Company D, 502nd Regiment of the 101st Airborne Division during World War II, will have a "gala," full-dress world premiere engagement on May 22 at the Colony Theatre, Fayetteville, N. C.

The activities have been inspired by the announcement recently of the reactivation of the 101st of Bastogne fame as the first paratroop division in the United States Army equipped for atomic warfare. Fayetteville is adjacent to Ft. Bragg, where the 101st, whose shoulder patch features a white, screaming eagle, trained in 1942.

Only One New Film Starts; 34 in Work

HOLLYWOOD, May 9.—Two pictures reached the completion stage and production started on one new picture last week, for a total of 34 pictures now in work.

Started: "Full of Life" (Columbia). Completed: "Creatures from Green Hall," Gross-Krasne Prod. (Independent); "The Brass Legend," Bob Goldstein Prod. (United Artists).

'U' Gross

(*Continued from page* 1)

years, that Universal-International pictures were playing in excess of 2 000 situations throughout the wo exclusive of the United States a Canada and the Iron Curtain co tries. Several of the company's pictures had achieved this distinct during the past year, Aboaf poin out.

Between 1950 and 1955, the p centage of Universal's foreign b ness in relation to the company's t percentage increased from 33 cent to 43 per cent, Aboaf furt pointed out, with the European m ket showing an increase of 36.58 cent since 1951.

Percentage Breakdown Given

Breaking down the sources of U versal's foreign income for the de gates so that they could appreci the importance of their individ contributions, Aboaf explained t 35 per cent of the total came fr Europe; 19 per cent from Engla 19 per cent from Latin America; per cent from the Far East; six cent from Australasia, and six cent from licenses during 1955-56.

Aboaf further pointed out that U versal's foreign bookings further creased in 1955-56 over 1954-55, w England and Europe showing greatest percentage of increase eight per cent each, while La America showed 7.62 per cent a Australasia 3.24 per cent.

To service Universal's foreign m ket today it takes more than 6,0 prints a year in black-and-wh Technicolor and CinemaScope, told the delegates, to help them the tremendous expansion of company's foreign operations dur the past five record years.

Sees Still Better Future

Breaking down the record of m than 25,000 theatres played by s eral of the company's releases, Ab pointed out that even this figure not represent the company's full tential and that the goal for the co ing year would be to surpass e this figure.

Other speakers at today's sessi were Ben M. Cohn, assistant forei manager; Felix Sommer, vice-pr dent of Universal International Fil Joseph Mazer, head of the 16mm. partment; Irving Weiss, manager the service department, and Fortu Baronat, director of publicity.

Also, John Spires, Continen supervisor; Marion Jordan, Contin tal sales manager; Al Lowe, La American supervisor; Arthur Do Far East supervisor, and Herc C. M Intyre, managing director for A tralasia.

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lank and Reade Address Britons

(*Continued from page* 1)

r will draw patrons, we feel the duct squeeze so badly," Blank

Blames Divorcement

he TOA head said he believed product shortage problem could traced to theatre divorcement in erica. The major producers there nowledgedly dominate the eco- nics of the film business but no ger need to be preoccupied with taining the prosperity of their affili- d theatres irrespective of the merit, otherwise, of individual films. Their concern now, he said he believes, to amass the biggest profits ever n the fewest possible pictures.

The current position, Blank said, is t illustrated by production figures, nely, before the last war Holly- od offered 550 pictures annually, ereas now the output is about 260 270 annually. Under the laws of pply and demand this inevitably ates a sellers' market, he said.

Wants 'New Faces'

The cutback in production implies t Hollywood no longer maintains stable of stars and that free-lanc- talent inevitably demands greater npensation when bargained with, TOA head contended. He de- red what he called a dearth of w faces, although the public and ibitors are eagerly and urgently manding them.

The product shortage, he charged, results in an even greater decline in attendance, not only because of increased competition from television and other entertainment but by the very fact that theatres are unable to completely fill the customers' demands.

Reade Has Dual Viewpoint

Walter Reade, a former president of TOA, who also appeared at the luncheon, added to the discussion of the British producer's current opportunity in America. Saying that he was speaking not only as an exhibitor but also as a distributor (Reade heads Continental Films in the States as well as the Walter Reade theatre circuit), he said it is an elementary principle of salesmanship that the vendor know his potential market.

Britons should create a "want-to-see" mood in American film-goers, he said. Reade cited the success attending the British industry's propaganda endeavors at Venice, Cannes, Helsinki and elsewhere. The customers in those places were made familiar with stars, producers and many others associated with Britain's pictures, he pointed out. Similar methods could be employed in America.

Praises British Product

Reade said that $400,000 had been spent on advance exploitation of "Moulin Rouge" in America, but that proved to be only one-tenth of the picture's eventual gross. He said in his opinion Britons now are making pictures more attuned to the overseas market, particularly to the vast market of America.

"Your pictures have become important in the sense that our film salesmen use that word," Reade said.

Predicts Roadshow Era

The "cinema habit" no longer exists in America, he told his audience, and predicted the same thing "will happen here." Ironically, Reade added, outstanding pictures gross more than ever before. He predicted the time would come when theatres as they are now known will have vanished and the industry will concentrate on road shows of selected big pictures only.

Tushinsky Appoints Outlets in Germany

Joseph Tushinsky, president of Superscope, Inc., has appointed Eichberg-Films, of Berlin, Munich and Frankfurt, Germany, as exclusive representatives for the Superscope anamorphic widescreen processes in Europe.

Eichberg-Films and its affiliated companies in Paris, Vienna and Madrid, it was announced, will henceforth handle the servicing of Superscope for the motion picture industries of Germany, France, Austria and Spain.

Duty-Free Equipment Measure Is Signed

From THE DAILY Bureau

WASHINGTON, May 9. — President Eisenhower signed into law bills to permit duty-free importation of articles to be exhibited at the theatre equipment trade show in New York in September and at the International Photographic Exposition to be held in Washington next Spring.

Mass. Solons

(*Continued from page* 1)

edged their support for the measure, proposed by Congressman Cecil R. King (Dem., Calif.), in letters directed to Julian Rifkin, treasurer of Independent Exhibitors, Inc., of New England.

Saltonstall wrote "if the King bill comes before the Senate, I will give it my earnest attention," while Nicholson commented "I will do whatever I can to help out in this legislation."

More 'Duchin' Dates

Four more theatres have joined the list of key city showcases which will play Columbia's summer release, "The Eddy Duchin Story." General sales manager A. Montague anounced yesterday that engagements will start in July at the Randolph, Philadelphia; Rialto, Atlanta; Warner, Milwaukee; and the Lafayette, Buffalo.

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'C Votes No loreHonorary lemberships

By LESTER DINOFF

Variety Clubs International, follow- an adoption of a new official licy, will no longer issue honorary mberships in the organization, it s decided yesterday by some 1,300 kers attending the 20th annual nvention at the Waldorf Astoria tel here.

Under the new policy, all but three norary memberships were revoked. taining their honorary member- ps in Variety Clubs were Presi- nt Dwight D. Eisenhower, former sident Harry S. Truman and nce Phillip, the Duke of Edin- rgh.

The change was brought about

(*Continued on page* 14)

955 Quigley Awards o to 3 Managers or Showmanship

The winners of the 1955 Quigley vards for showmanship represent ittered portions of the globe: mely, New Jersey, British Columbia d Germany.

The Grand Award for large situa- ns went to George Kemp, manager the Stanley Warner Montauk eatre in Passaic, N. J. Winner of

(*Continued on page* 15)

ig Whitney Budget or 'Grass,' 'Chang'

From THE DAILY Bureau

HOLLYWOOD, May 10. — C. V. hitney today announced the alloca- n of $2,000,000 to $2,500,000 for e re-filming of "Grass," first done in 24 by Merian C. Cooper and Ernest Shoedsack, which will be the first cture in a nature drama series to be

(*Continued on page* 15)

Senate Group to Act On Merger Bill

From THE DAILY Bureau

WASHINGTON, May 10.—A Senate Judiciary Subcommittee announced it would start hearings on May 23 on a House-passed bill to require large firms planning to merge to give advance notice to the government.

The scheduling of hearings is an indication that the subcommittee plans to act on the legislation. There had been some belief that the group would let the measure die.

Col. to Make 16 in Britain

Columbia Pictures International will invest about $12,000,000 in the production of 16 British motion pictures, some utilizing American talent, during the fiscal year beginning June 1, M. J. Frankovich, managing director in Great Britain, stated here yesterday.

Frankovich, who is in New York for the International Variety Club convention and for Columbia International home office conferences, disclosed that productions deals have been definitely closed for 12 films with British producers. He said that the minimum outlay for the 16 films would be three million pounds—$9,-

(*Continued on page* 15)

Si Fabian Closely Linked to the Deal Involving More than 700,000 WB Shares Bought from Warners at $27.50 a Share

The sale of "the major portion" of Warner Brothers Pictures stock owned by the Brothers Warner for an estimated $19,250,000 to a group headed by Serge Semenenko, senior vice-president of First National Bank of Boston, was announced here yesterday by Warner Brothers Pictures Co.

The name of Si Fabian, president of Stanley Warner, was closely linked with the group of investors, with Jack L. Warner slated to continue in his position as production head of the company's studios in Hollywood.

CLOSES DEAL



SERGE SEMENENKO

Serge Semenenko, first vice-president of the First National Bank of Boston, who yesterday closed the deal by which working stock control of Warner Bros. Pictures Co. passes to

(*Continued on page* 13)

The official statement said that "Messrs. Harry, Albert and Jack Warner have agreed to sell the major portion of their holdings in Warner Brothers Pictures, Inc., to a group headed by . . . Serge Semenenko, who plan to continue to operate the company actively and aggressively under strong and competent management."

Although the official statement carried no indication as to the number of shares involved, the figure is re-

(*Continued on page* 13)

Text of Statement On Warner Sale

The text of the Brothers Warner statement on the sale of the major share of their holdings in Warner Brothers Pictures, Inc., to a group headed by Serge Semenenko, senior vice-president of First National Bank of Boston, is as follows:

"Messrs. Harry, Albert and Jack Warner have agreed to sell the major portion of their holdings in Warner Brothers Pictures, Inc., to a group headed by Mr. Serge Semenenko who plans to continue to operate the company actively and aggressively under strong and competent management. The three Warner brothers will continue on the board of the company and they and their families will retain a substantial stock interest in the company."

REVIEW:

AWAY ALL BOATS

Universal—VistaVision

EXHIBITORS SOMETIMES are leary of a war picture that is short on romance and long on spotlighting the horrors of combat, despite a sprinkling of comedy and the lighter side of life in a battle zone. Especially when there is a desire to attract feminine patronage. But a preview audience sat enthralled throughout the unfolding of this story about a naval captain and his crew of raw material and their love for their ship. That goes for the women who made up fully 50 per cent

(*Continued on page* 4)

PERSONAL MENTION

WILLIAM PALMER, representative in Indonesia for the Motion Picture Export Association, will arrive in New York on Monday from the Far East.

•

MRS. GRACE WOOD, widow of PETE WOOD, onetime secretary of Independent Theatre Owners of Ohio, has announced her forthcoming marriage to RAY N. BAILEY, of Columbus.

•

ARTHUR SACHSON, general sales manager of Distributors Corp. of America, will return to New York on Monday from Bermuda.

•

MORGAN HUDGINS, M-G-M studio publicist, is back in Hollywood following his return to New York from Europe.

•

COLLIER YOUNG, producer, will return to Hollywood on Monday from New York.

•

HAROLD HACKETT, president of Official Films, will leave here today for London via B.O.A.C.

•

ROBERT WATERFIELD, of Russ-Field Productions, will arrive in New York today from the Coast.

•

DAVID MILLER, director, has returned to Hollywood from New York.

•

FESS PARKER will return to New York from London today via B.O.A.C.

•

FRITZ LANG, director, has arrived in New York from Hollywood.

•

CHRIS POPE, Schine circuit booker, was in Albany from Gloversville, N. Y.

•

MERVIN HOUSER, RKO Radio studio director of publicity, will return to the Coast today from New York.

•

CHARLES C. MOSKOWITZ, Loew's, Inc., vice-president and treasurer, is vacationing in Florida from here.

•

JACK BLOOM, 20th Century-Fox circuit sales representative, was in Albany from New York.

Re-Schedule 'Kite'

Pennebaker Corp.'s second Paramount production, "Tiger on a Kite," has been moved ahead and is now scheduled to start two months earlier, in January of next year, Marlon Brando, Sr., president of the company, announced.

Ia.-Neb. Exhibitors Move for Industry Reforms at Meeting

Special to THE DAILY

OMAHA, May 10.—At its concluding session, the Allied Independent Theatre Owners of Iowa and Nebraska cut loose with several resolutions aimed at the distributors. They included:

"Given an adequate supply of suitable pictures to be played on availability at prices they can afford, the exhibitors can and will win back their audiences.

"We recognize that the existing acute film shortage is the basic evil in the business today and we recommend to the Attorney General and to the Senate Select Committee on Small Business that the so-called divorced circuits be permitted to engage in the production and distribution of films under such reasonable terms and conditions as will prevent any recurrence of former monopolistic acts and practices and at the same time not discourage the circuits from bringing additional product into the market.

Plea to Anti-Trust Division

"That we petition the Attorney General for a more forceful and vigilant policy by the anti-trust division of the Department of Justice in policing and assuring compliance with the decrees in the Paramount case, particularly as regards to the pre-releasing of pictures, the forced raising of admission prices, unreasonable clearances and unreasonable delayed availabilities on top quality pictures needed to attract patrons into the theatres."

The final speakers included Benjamin N. (Bennie) Berger, president of North Central Allied, who blasted distributor "policies designed to put exhibitors out of business."

All officers were reelected. They were Leo Wolcott, Eldora, Ia., chairman of the board; Al Myrick, Lake Park, Ia., president, Jim Watts, Osage, Ia.; Harold Struve, Deshler, Neb.; Lester Vesteeg, Springfield, S. D., and A. B. Jefferis, Piedmont, Mo., vice-presidents; Charles Jones, northwood, Ia., secretary; Elmer Huhnke, Omaha, treasurer, and Robert Krueger, Sioux City, executive vice president.

Saturation Bookings Set for 'Great Day'

RKO's "Great Day in the Morning" will open in 215 situations in the Denver and Salt Lake City exchange areas within two weeks after its May 16 premiere in Denver, Walter Branson, RKO's vice-president, announced. Some 30 theatres will open day-and-date with the film the day after its Denver premiere.

Data on Toll-TV Given to Skouras

Views against toll-television as advanced by the Committee Against Pay-as-you-see-TV will be set forth by Spyros P. Skouras, 20th Century-Fox president, at the May 21 subscription TV hearing before the Senate Commerce Committee.

Robert S. Taplinger, public relations counsel for the Committee Against Toll-TV, is furnishing material for Skouras to be used at the hearing.

Kelly Wedding Film In Release by MGM

A documentary featurette of the wedding of Prince Rainier and Grace Kelly, "The Wedding in Monaco," currently is being distributed by Metro-Goldwyn-Mayer.

Filmed in CinemaScope and color, the 30-minute film was produced by Cital Monaco at the request of Prince Rainier and with the cooperation of the Compagnie Francais de Films. Participating in the film are the stars of the Paris Opera Company, the London Festival Ballet, the chorus, opera and orchestra of Monte Carlo.

Scenic Monaco is filmed in all its regal beauty, with particular emphasis put upon events leading up to what Monaco called "the wedding of the year." Part of the film is like a travelogue, taking the viewer inside the walls of the Prince Rainier castle and describing the life the new Princess is to lead.

Two Ceremonies Shown

The civil and religious ceremonies are highlighted, considerable footage being devoted to the events a day apart. Technical supervision is good, capturing the moods created in the dual ceremonies. The film creates an atmosphere of the last curtain to a fairy-tale, following the married couple from the final ceremony to their departure on the Prince's yacht. Color, naturally, enhances the romantic atmosphere of the Monacan city and adds a touch of lustre to the story-book romance.

A narrator describes the sequence of events that end with the wedding couple waving aboard the yacht as it steams out of the Monaco harbor.

J. E.

Book on Goldwyn Issued

"Samuel Goldwyn, the Producer and His Films," a paper-bound book by Richard Griffith, curator of the film library of the Museum of Modern Art here, has been published in conjunction with the film cycle, "The Films of Samuel Goldwyn," now being held by the museum and scheduled to run through July 22.

. . . NEWS ROUNDUP

Mitchum 'Intrigue' Tour S

A tour of 24 cities in the U. S. Europe has been scheduled by Uni Artists for Robert Mitchum, prod er-director Sheldon Reynolds Nicole Milinaire in connection w the forthcoming feature, "Fore Intrigue." Mitchum will tour C cago, Philadelphia and New Y while Miss Milinaire will promote film in Baltimore, Washington, Ph delphia, Atlanta, New Orleans, Ho ton, Dallas, Cincinnati and Los geles. Reynolds will leave for Eur in mid-July and tour London, I mingham, Manchester, Liverp Rome, Berlin and Stockholm.

■

'Rock' to Bow Here May 1

"Rock Around the Clock," devo to the current musical craze, "rock roll," will have its local premiere the Fox Theatre, Brooklyn, on M 16. Coupled with the musical on bill will be "Secret of Treasure Mou tain." Both films are Columbia p tures.

■

Adds Milwaukee Art Hous

Edward Shulman, in charge of circuit of Art Theatres owned Columbus, O. interests, announces t acquisition of the Hollywood Th tre, renamed the Coronet Art Th tre, in Milwaukee. This is the ni unit in the chain.

■

New Drive-in in Nashville

On or about May 20, the Colon Drive-In Theatre, Inc., will open t new Warner Park Drive-In, locat on Highway 100 in Nashville.

■

M&T Staff Goes Fishing

The Atlanta booking office of t Martin and Thompson Theatres w guest of president Tommy Thomps at a fishing party at his lake n Hawkinsville, Ga.

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
GRACE ALEC LOUIS
KELLY-GUINNESS-JOURDAN
in "THE SWAN"
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feci Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeler Center, New York 20, Telephone CIr 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

Vald Independent tatus Hinges on tory Properties

The issue of story property rights the major one in current contract gotiations looking toward the pos- le emergence of Jerry Wald, now e-president of Columbia Pictures charge of the studio, as an inde- ndent producer, Wald said here sterday.

Wald said the "major objective" of rrent talks is the question of which roperties would be turned over to " from Columbia under the status an independent. He said his con- ct talks are being handled by his vyer, Dave Tannenbaum, adding at he expects the negotiations to ntinue for sometime, indicating that did not expect a deal to be con- mmated before he returns to the ast at the weekend.

Pact Has Two Years to Go

Meanwhile, Wald explained his rrent contract continues for two ars. Asked about the apparent feud tween him and Harry Cohn, presi- nt of Columbia Pictures, Wald re- londed that "I will continue to do y job as executive producer and ce-president as best I can." He ent on to express bewilderment at ohn's reluctance to let him produce e film based on the "Andersonville" ovel.

Wald said his current contract pro- des for his right to personally pro- uce two pictures per year. He said e had selected "The Good Shepherd" nd "The Last Hurrah" for this year nd "Sons and Lovers" and "Ander- nville" the following year. Wald ent on to say that it was he who lected "Andersonville" from manu- ripts, had a screen treatment pre- ared and personally persuaded the mpany to purchase the MacKanley antor property.

Social Security Tax Boost Gets Setback

WASHINGTON, May 10. — The enate Finance Committee rejected a House-approved proposal to boost ocial Security taxes.

The House had voted to increase he tax rate on employer and employe ne-half of 1 per cent each. The House decided this increase was ecessary to finance other provisions t approved to give social security enefits to women at 62 and to dis- bled workers at 50.

The finance committee rejected nost of the benefit liberalization pro- isions, and so made the tax increase nnecessary, chairman Byrd (D., Va.) said. Democrats will fight on he Senate floor to restore the benefit iberalizations and the tax boost.

Sets 'Scope Deal

Russ-Field Productions has com- leted negotiations to use Cinema- Scope and DeLuxe Color for its Clark Gable-starrer, "The King and Four Queens," which will be released through United Artists.

Daff Tells Sales Parley

U-I Releasing 30 Abroad; 10 in 'Scope for 1956-57

From THE DAILY Bureau

HOLLYWOOD, May 10.—Universal International will release 30 top budget film productions in the foreign market during the 1956-57 releasing year which runs from March 1, 1956, to Feb. 28, 1957, having increased its total budget for these films substantially and having assembled one of the costliest inventories of important story properties upon which to base these pictures. This was stated by Alfred E. Daff, executive vice-president of Universal and president of its foreign subsidiary Universal International Films, in an address to the delegates at the company's global sales conference at the U-I studios here today.

Daff revealed that there will be a strong swing to CinemaScope pictures in the 1956-57 program. Of the 30 pictures to be released, he disclosed that 20 have already been completed or are in final stages of production.

Of the 30 pictures, 18 or 60 per cent are in Technicolor; 10 are to be in CinemaScope and one—"Away All Boats"—is in VistaVision, insuring Universal's competitive position in all types of markets throughout the world, Daff told the meeting.

Expenditures at Record Mark

"To make possible the production of this program of pictures which is designed to have the widest possible appeal to the world market and yield the greatest potential in the history of the company, we have spent the greatest sum of money we have ever invested in story properties during the past 12 months," Daff said.

"There has been a careful selection of subject matter and at the present time the company owns more important story properties than at any time in its history," he continued.

Hollywood's top box office personalities will be joined by some of the most important film personalities of the world in the starring roles in these pictures, Daff continued. Such Hollywood names as Esther Williams, Lauren Bacall, Virginia Mayo, Van Johnson, Errol Flynn, Merle Oberon, Jeff Chandler, Tony Curtis, Yvonne De Carlo, June Allyson, Jose Ferrer, Rock Hudson, Audie Murphy, Mona Freeman, Debbie Reynolds, Mickey Rooney, George Nader, Piper Laurie, Rory Calhoun, Fred MacMurray, Sylvia Sidney, Julie Adams and Laraine Day are being joined by Cornell Borchers, O. W. Fischer, Rossano Brazzi and Marianne Cook in the starring roles in some of the pictures to enhance their world-wide appeal, Daff explained.

Ten in CinemaScope

The 10 pictures in CinemaScope to be released during the 1956-57 season in the foreign market, according to the announcement made by Daff, are "Istanbul," "Kelly and Me," "Battle Hymn," "Walk the Proud Land," "Four Bright Girls," "Gun For a Coward," "Cory," "My Man Godfrey," "The Goddess" and "Interlude." All these are in color by Technicolor as is "Away All Boats," the company's first VistaVision production. Additional Technicolor pictures are "Congo Crossing," "Toy Tiger," "Written on the Wind," "Unguarded Moment," "Raw Edge," "Tammy" and "The World and Little Willie."

Other speakers at today's sessions were Nate J. Blumberg, Charles J. Feldman, David A. Lipton, Norman Gluck, vice-president of United World, and Charles Simonelli, Eastern advertising and publicity department manager.

Will Act May 21

O'Donnell Sees King Bill Okay By House Unit

The House Ways and Means Committee is "expected to act favorably" on the industry-supported King excise tax relief bill on May 21 and forward it on to the Congress, it was "hoped for" yesterday by R. J. O'Donnell, chairman of the tax committee of the Council of Motion Picture Organizations.



R. J. O'Donnell

O'Donnell, who said that 20 to 25 members of the House committee representatives are in favor of the bill, stated that the Forand committee, a sub-committee of the House group, "has recommended and approved the bill."

Urges Exhibitor Support

Once the bill gets into Congress for action, O'Donnell said, "we will need more exhibitor support in seeing that the measure reaches the President's desk for action, favorable, we hope." The Texas exhibition leader disclosed that "we have 180 signatures" from members of Congress "saying that they will give approval of the bill." O'Donnell said that he will meet with Robert W. Coyne, special counsel for COMPO, on Tuesday to discuss the progress in the tax relief campaign.

Commenting further on industry support for the campaign, O'Donnell stated that he is hopeful of receiving an endorsement of support from Allied States Association. He said that he will be in Washington on May 20-22, and may possibly appear at the Allied spring board meeting then.

'Commandments' Canadian Dates Set

Paramount Pictures announces the first two Canadian dates for Cecil B. DeMille's production of "The Ten Commandments"—the first in November in Toronto, the second in December in Montreal. According to Charles Boasberg, supervisor of sales for the production. "The Ten Commandments" will open late in November at the University Theatre, Toronto and late in December at Montreal's Capitol Theatre.

Dates already announced include November openings at the Criterion in New York, the Warner Beverly in Los Angeles, the Astor in Boston, R.K.O. Keith's in Washington, D. C. and Loew's Ohio in Cleveland. The New Theatre in Baltimore will open "The Ten Commandments" in December.

Perakos Testimonial Attended by 350

HARTFORD, May 10.—Three hundred and fifty persons, including a sizable film industry delegation, attended tonight's New Britain (Conn.) Press Club "Man of the Year" award, honoring Peter Perakos, Sr., president of Perakos Theatre Associates, at the Hedges Restaurant on the Hartford-New Britain Road.

Perakos, a pioneer theatre operator, was cited for his many civic-minded activities in neighboring New Britain.

New Screen Gems Post

Seymour H. "Sy" Malamed who recently joined Screen Gems, has been named director of fiscal affairs of the television subsidiary of Columbia Pictures. He will report to Burt Hanft, director of business affairs.

Eisen Leaving B&Q To Join Talent Unit

BOSTON, May 10.—Arnold Eisen, head of Massachusetts theatres for the B&Q circuit since 1944, has resigned to become general manager of the Southern office of Harry Walker Talent Agency, with headquarters in Miami Beach. He is moving his family to Hollywood, Fla., assuming his new duties on July 1.

No replacement for Eisen has been announced from B&Q, although a change in policy is to be effected. Larry Lapidus, son of Jules Lapidus, is to be brought to Boston to head the buying and booking for the circuit's Massachusetts theatres. Heretofore, it had been handled out of New Haven.

More Data Asked on Minimum Wage Law Effect on Theatres

By J. A. OTTEN

WASHINGTON, May 10.—A Senate Labor Subcommittee asked today for more detailed information about the number of theatres that would be affected by various pending proposals to extend Federal minimum wage coverage.

The request was made as A. Julian Brylawski, chairman of the legislative committee of the Theatre Owners of America, and TOA administrative assistant Claude Mundo testified in opposition to including theatre coverage under the Federal law.

Pending bills would include employes of theatres grossing over $500,000 a year and those of chains with at least four or five theatres. At present all theatres are exempt from the Federal Minimum Wage Law.

Brylawski Sounds Warning

Brylawski, who was also testifying for Allied States Association, warned the subcommittee that the financial condition of all theatres in the country was so precarious that they could not support any higher wages.

Acting chairman Kennedy (D., Mass.) asked Brylawski to supply for the committee record the number of theatres in the country grossing more than $500,000 annually. Brylawski said he thought the figures would be a fraction of one per cent, but that he would supply the accurate number.

Kennedy also requested figures on the number of theatre circuits in the country and the number of those with more than four or five theatres. The Massachusetts Senator said he didn't think more than 10 per cent or 15 per cent of the theatres in the country would be affected by the pending proposals.

Mundo Tells of Theatres' Plight

Mundo told him, however, that all the country's theatres, "even the biggest and the largest," are in financial difficulty.

Kennedy asked whether the exhibitors would support a proposal to be covered by the $1 an hour minimum wage provisions of the law if they were exempted from the law's provisions requiring time-and-a-half for overtime.

"We would like to see theatres exempted from overtime," Brylawski replied.

"Would you then support the $1 minimum?" Kennedy asked.

Brylawski answered that he wasn't empowered to speak on that question.

Telecast 'Trapeze' Bow

World premiere of Hecht and Lancaster's "Trapeze" will be televised by the Ed Sullivan Show over the CBS network on June 3 for an estimated audience of 45,000,000. Sullivan will cover the Variety Clubs' charity premiere of "Trapeze" at the Fox Wilshire Theatre, Los Angeles, where it is being presented by United Artists on May 29.

Away All Boats

(CONTINUED FROM PAGE 1)

or even more of the viewers who saw "Away All Boats" at a "sneak" performance.

Universal asserts that this picture is the most costly in the history of the company. And it is quite evident. The studio apparently spared no expense to capture the realism of modern naval warfare, as described in Kenneth Dodson's best-selling novel, from which Ted Sherdeman wrote a closely-knit screenplay.

Jeff Chandler, always a good actor, gives depth and meaning to a role that required such qualities, and he comes through with flying colors. It was a tough role to hand to any actor, but Chandler meets the challenge with his usual skill.

All-in-all, "Away All Boats" stacks up as solid box-office. It's grim, tense, bloody at times, but it has suspense, a dash of romance and a bit of comedy to balance elements of the plot.

Chandler has been surrounded with a capable supporting cast, including George Nader, Lex Barker, Keith Andes, Richard Boone, William Reynolds and, for a brief romantic interlude, Julie Adams.

The story traces the career of a naval attack transport, the "Belinda," which is as untried at sea or war as are most of her crew. As Captain Hawks, Chandler is determined to mold his crew into an efficient machine that will have no equal in the navy. And the manner in which he goes about it, spreading his charm in one moment and fear in the next, is the theme on which the story is built. In the shakedown cruise, it becomes evident that his need for experienced men is of vital importance inasmuch as the early maneuvers are handled sloppily. But when it comes to the crucial tests in the Pacific battles, the men meet their responsibilities with skill and precision.

THE SCENES of a beach raid and Japanese air attacks on the ship are tense, exciting and, in some cases, gruesome, but they all pack a wallop and the VistaVision process and the color by Technicolor do much to accentuate the realism of the battle sequences as well as the more peaceful scenic beauty of the South Pacific locale.

To relieve the tension, there is a visual unfolding of a letter to Nader, the ship's boat commander, from his wife, a letter which re-lives their pre-war courtship. Comedy is injected by George Dunn, the ship's garbage man, who is as proud of his job as the officers are of theirs.

Events lead up to an enemy air attack at Okinawa where the ship is badly damaged, and Hawks is mortally wounded, but lives long enough to see his ship, manned by his faithful crew, safely anchored in port.

Howard Christie produced and Joseph Pevney directed, both giving minute attention to authenticity and pace. Others in the cast, all of whom turn in fine performances, are Charles McGraw, John McIntire, Frank Faylen, Grant Williams, Floyd Simmons, Jock Mahoney, Don Keefer and Sam Gilman.

Running time, 114 minutes. General classification. For release in August.

AL STEEN

8 Groups to Meet at NAVA Convention

CHICAGO, May 10.—A total of eight organizations have announced plans to hold their separate conventions during the 1956 National Audio-Visual convention at the Hotel Sherman here, July 20-25.

The organizations which will participate in this year's convention are: Educational Film Library Association, A-V Workshop for Industrial Training Directors, Association of Chief State School A-V Officers, Agricultural Audio-Visual Workshop, A-V Conference of Medical and Allied Sciences, Industrial Audio-Visual Association, Religious Audio-Visual Conference, National Audio-Visual Association.

Omaha 1st-Run Cuts Night Price to 75c

OMAHA, May 10. — First trend to slash admission prices at the downtown first run houses came when the Omaha Theatre lowered its scale to 50 cents for matinees and 75 cents for nights—the house's pre-war standards.

Previously, the Omaha was asking 75 and 90 cents for regular first runs, although on occasions it would go to 80 cents and $1 when a film was shifted from the Tri-States flagship, the Orpheum, to the Omaha for a second week.

Manager Carl Hoffman said the initial day's business at the new scale, for "Hot Blood" and "Deep Blue Sea," was far above average.

PEOPLE

George J. Schaefer, representi Crown Productions for "A Kiss Bef Dying," announces that he has e gaged **Terry Turner,** TV and ra consultant of General Teleradio work with **Roger Lewis,** director advertising and publicity for Unit Artists, on the saturation booking the film.

□

The M-G-M Pep Club, Atlanta, h elected the following officers 1956-57: **Helen Taylor,** president; **Bendler,** first vice-president; **The Tegeder,** second vice-president, a **Vivian Miller,** secretary.

□

Maxwell Joice, onetime Paramou field publicity representative who h been managing theatres the past se eral years, returned to Cleveland fro Texas to accept an offer to mana the Windameer Theatre, an Ass ciated Circuit unit.

□

D. V. (Vance) Terry, active civ leader and owner of the Woodwar Terry and Terrytime Drive-in The tres, Woodward, Okla., was elect delegate to the Democratic nation convention to be held this summer Chicago.

□

Harold L. Palmer, former Wash ington and West Coast publicist, h been named to head the public rela tions department of the Wendell W Olsen Company, Inc., Beverly Hill Palmer has been handling radio an TV publicity for Warner Bros. studi in Burbank.

'Newspaperboys Day' May 18 in Atlanta

ATLANTA, May 10.—May 18 h been set by the Atlanta Variety Clu as the date for its sixth annual Ol Newspaperboys Day, which wi spearhead the crusade to aid Geor gia's cerebral palsied children. Th goal this year is $100,000. Last year goal of $75,000 was topped b $1,500.

Old Newspaperboys Day is spon sored each year by the Variety Club the "Atlanta Journal" and the "At lanta Constitution." "Newsies" of all ages will take to the streets of At lanta for a day-long canvass, selling a special edition of the Atlanta Journal - Constitution. Every cent they raise from the event will go t support the Cerebral Palsy School and Clinic.

Prominent businessmen, ministers, bank presidents, pretty girls, the mayor and the governor are expected to don tophats and newsboy's aprons for the street sale of the special edition.



NOW ON LOCATION!

Right now being filmed in its entirety in the spectacular Bakhtiari mountain land of Iran!

GRASS

Color by TECHNICOLOR

First of the breathtaking

NATURE DRAMAS

from

C. V. WHITNEY PICTURES, INC.

C. V. WHITNEY, president

MERIAN C. COOPER, vice-president in charge of production

to be followed immediately by the second of the NATURE DRAMAS,

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C. V. WHITNEY PICTURES, INC., is making 3 kinds of pictures:

THE AMERICAN SERIES •

NATURE DRAMAS •

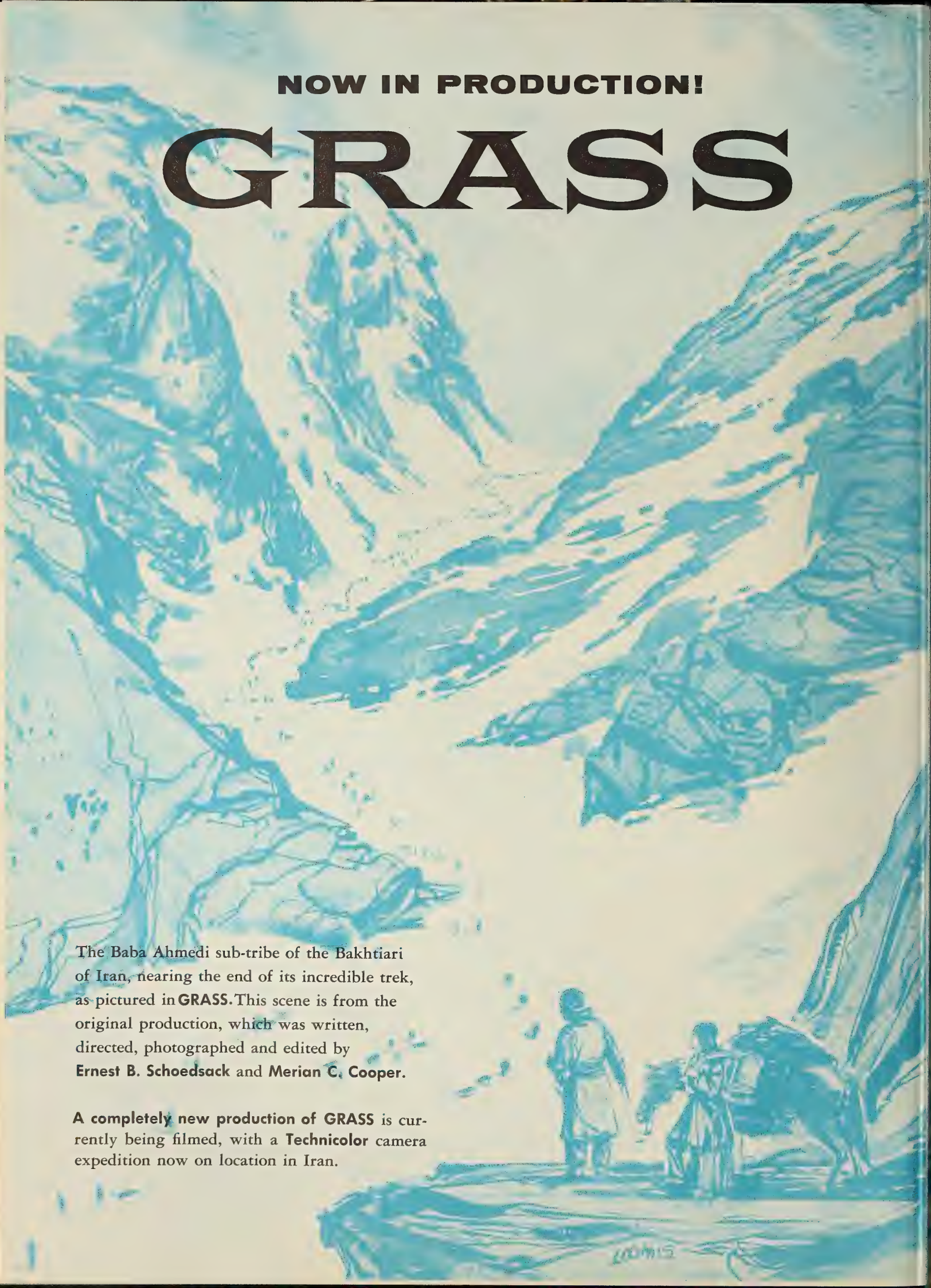
FILMS OF FANTASY.

Again MERIAN C. COOPER has followed C. V. WHITNEY'S instruction:

"GET THE BEST"

NOW IN PRODUCTION!

GRASS



The Baba Ahmedi sub-tribe of the Bakhtiari of Iran, nearing the end of its incredible trek, as pictured in **GRASS.** This scene is from the original production, which was written, directed, photographed and edited by **Ernest B. Schoedsack** and **Merian C. Cooper.**

A completely new production of GRASS is currently being filmed, with a **Technicolor** camera expedition now on location in Iran.

WORLD ACCLAIM INSPIRED TODAY'S RE-PRODUCING OF THE FILM MASTERPIECE

GRASS!



Ernest B. Schoedsack



Mrs. Marguerite E. Harrison



Merian C. Cooper

THEIR ORIGINAL NATURE DRAMA PAVED THE WAY!

GRASS is based on a copyrighted book of reality by **Merian C. Cooper,** with photographs by **Ernest B. Schoedsack.**

No European or American has ever crossed the Zardeh Kuh mountain range or has ever swum the Karun River, except **Cooper** and **Schoedsack** and **Mrs. Marguerite E. Harrison,** writer and interpreter, who shared their hardships.

They accomplished these feats as young adventurers 32 years ago to film **GRASS,** the authentic story of nomadic Persian tribes who live alongside the series of mountains that stretch 1,000 miles from the Black Sea to the Persian Gulf.

Grass grows on each side of the mountain ranges, but never on both sides the year around. Every Spring and Fall, when the grass dies on one side of the mountain, all the tribes must migrate to the other side.

This horde of 50,000 men, women and children—carrying all their worldly possessions, the women with babies strapped to their backs in wooden cradles—presents an awesome spectacle. Driving half a million goats, horses and cattle, they swim raging, icy rivers and cross the perilous, snow-crowned 12,000-foot Zardeh Kuh to reach the grasslands which mean the difference between life and death.

When **Cooper** and **Schoedsack** screened their completed film for **Jesse L. Lasky,** he immediately bought it for Paramount release. Critics and audiences the world over acclaimed **GRASS** one of the outstanding motion pictures of all time.

HERE'S WHAT THE CRITICS SAID ABOUT THE ORIGINAL PRODUCTION!

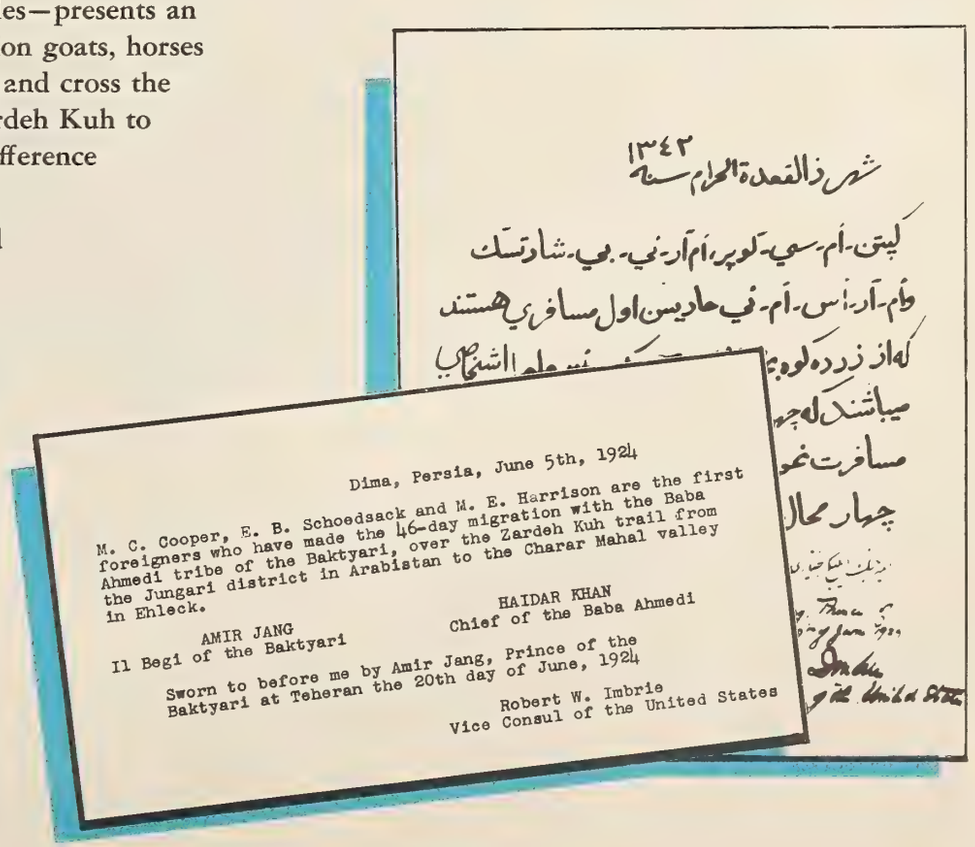
"For your own sake don't miss 'Grass'. It is the perfect production."
—**HERALD TRIBUNE**

"You will be cheating yourself if you put off seeing 'Grass'."
—**THE DAILY NEWS**

" 'Grass' comes closer to the limitless screen than any picture I have ever seen. It is the most vital thing ever offered."
—**MORNING TELEGRAPH**

" 'Grass' is great. It is magnificent."
—**TELEGRAM-MAIL**

"The pictured story of the primitive trek for grass in the 20th century is an amazing one. It is a story that has an epic quality and a memory of the nomadic period in our civilization."
JOHN H. FINLEY
Late president, American Geographical Society, and associate editor of the New York Times



Dima, Persia, June 5th, 1924

M. C. Cooper, E. B. Schoedsack and M. E. Harrison are the first foreigners who have made the 46-day migration with the Baba Ahmedi tribe of the Baktyari, over the Zardeh Kuh trail from the Jungari district in Arabistan to the Charar Mahal valley in Ehleck.

HAIDAR KHAN
Chief of the Baba Ahmedi

AMIR JANG
Il Begi of the Baktyari

Sworn to before me by Amir Jang, Prince of the Baktyari at Teheran the 20th day of June, 1924

Robert W. Imbrie
Vice Consul of the United States

NOW IN PRODUCTION!

GRASS

ON LOCATION IN IRAN

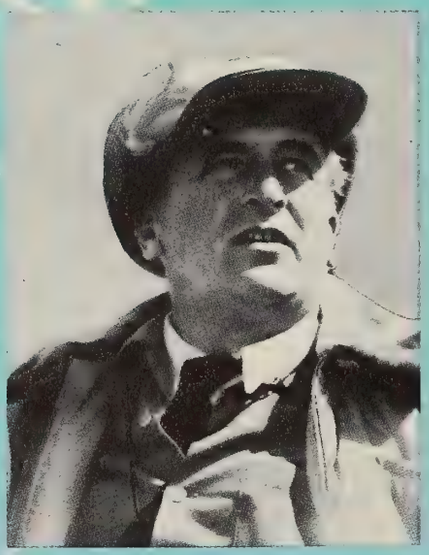
What **Cooper** and **Schoedsack** did 32 years ago is now being done on an even greater scale by a **C. V. Whitney Pictures, Inc.,** expedition sent into the field by President **C. V. Whitney** and Executive Producer **Cooper.** It is headed by producer **Lowell Farrell,** co-director with **Winton C. Hoch,** the expedition's cinematographer. **Technicolor**, wide screen, and every new technique are being utilized to present this amazing **Nature Drama** in its fullest grandeur.

C. V. Whitney gave his consent to **Merian C. Cooper,** his vice-president in charge of production, to form this expedition, which is functioning at this very moment beyond the reach of communication.

Again **Whitney** gave **Cooper** his famous dictum: **"Get the best!"** **Cooper** has sent the best.



Lowell Farrell



Winton C. Hoch

they're making
the new production
of GRASS



NOW IN PREPARATION!

CHANG



the second in the **NATURE DRAMAS** series from

C. V. WHITNEY PICTURES, INC.

C. V. WHITNEY, president

MERIAN C. COOPER, vice-president in charge of production

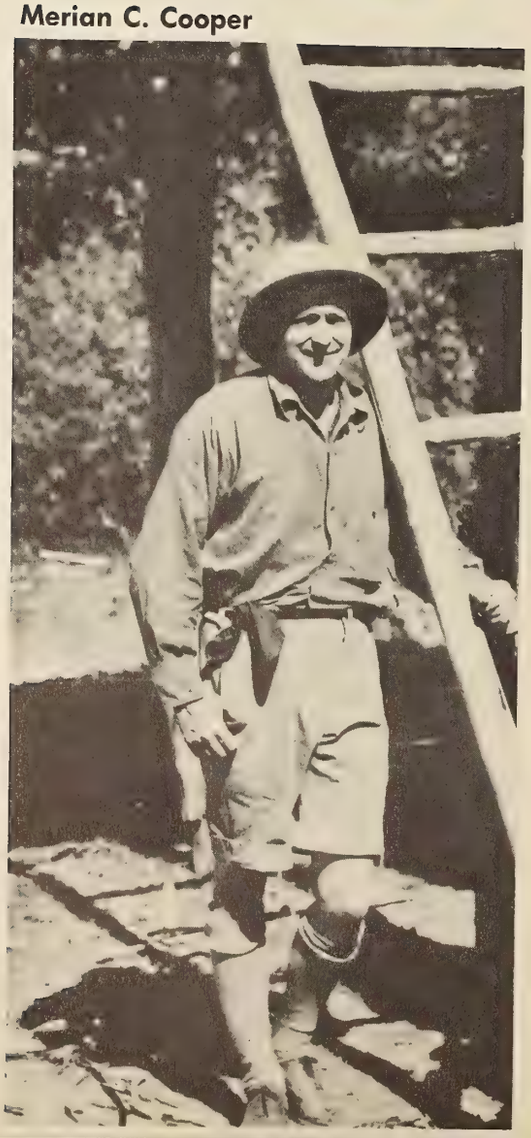
Ernest B. Schoedsack and **Merian C. Cooper** turned down many Hollywood film projects in order to write, direct and photograph **CHANG,** made in the Laos country of northern Siam, the world's most famous man-eating tiger jungle.

They spent 14 months in the wilds of Siam filming the real life drama of **CHANG,** the story of a primitive family's fight for survival against desperate odds.

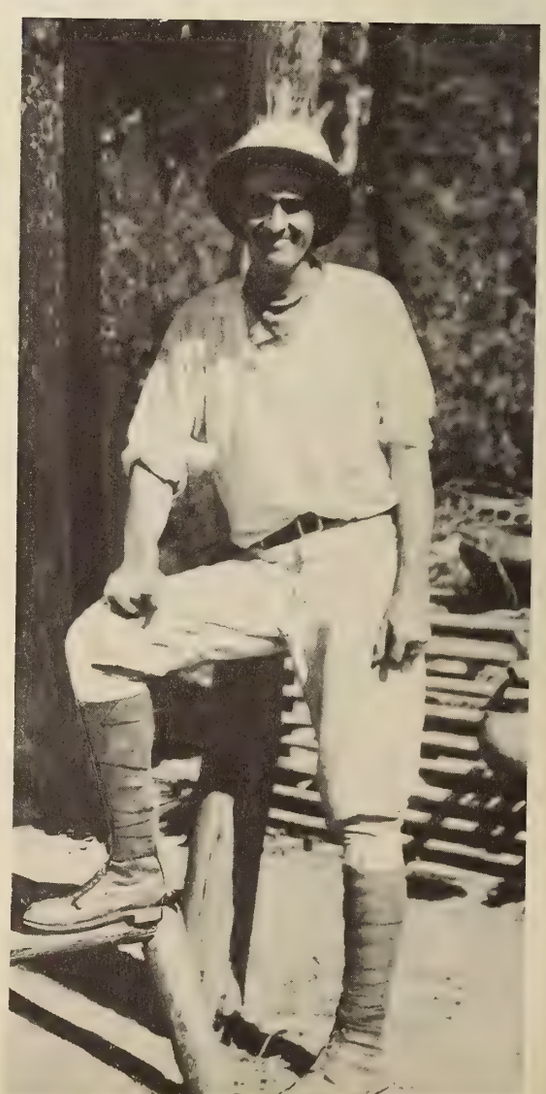
CHANG is raw jungle reality. It's the story of a family's bravery in a jungle world surrounded by sudden death.

Critics throughout the world acclaimed **Chang** as the best picture of the year. The public agreed and made it one of the leading box office successes of all time.

Merian C. Cooper



Ernest B. Schoedsack



As a result of their work on this monumental picture, **Schoedsack** and **Cooper** were nominated by the critics—long before Academy Awards—to the list of the 10 best directors.

AND NOW—

The re-production of **CHANG** is being prepared as one of the **C. V. WHITNEY PICTURES, INC.,** series of NATURE DRAMAS—a furtherance of **Whitney's** and **Cooper's** determination to demonstrate the friendship of the United States for peoples of other countries.

CHANG

CRITICS BECAME PRESS AGENTS WHEN THE FIRST* CHANG *CRASHED IN

"The picture contains the most exciting episode in cinema history—that moment when that tremendous herd of stampeding elephants bursts through the Siamese village and plunges headlong right over the top of the camera."

—NEW YORK HERALD TRIBUNE

"Mark this one down on your calendar. It is one of the motion pictures you must see—you and your wife and your children. **Chang** holds more thrills than any big top ever erected. It is one of the finest adventure pictures ever made—bar none."

—NEW YORK TELEGRAPH

Chang is a pictorial achievement. Its beauty, thrills and forcefulness holds its audience spellbound."

—NEW YORK AMERICAN

"There is now to be seen in New York a picture which is not only the finest of its type shown so far—but also one of the best pictures ever made, regardless of classification. It is called **Chang.**"

—THE NEW REPUBLIC



"**Chang** has captured the jungle and its natives and wild beasts and all the unbelievable drama that dwells therein. Here is mighty drama."

—MOTION PICTURE MAGAZINE

WHITNEY and COOPER hope critics will voice even greater praise for the re-production of CHANG, in which entirely new motion picture techniques will be introduced!

THE NEW CHANG IS NOW IN PREPARATION!

It is a copyrighted property.

Dr. Herbert T. Kalmus, president of **Technicolor, Inc.,**
who has caught **Whitney's** and **Cooper's** enthusiasm for these
two great properties, will personally supervise color
production on **GRASS** and **CHANG.**
Color by **TECHNICOLOR.**

GRASS

and

CHANG

First
of the
NATURE DRAMAS
from

C. V. WHITNEY PICTURES, INC.

C. V. WHITNEY
president
MERIAN C. COOPER
vice-president in charge of production

the company
which recently
completed
the first of its
AMERICAN SERIES

JOHN WAYNE

in

THE SEARCHERS

directed by JOHN FORD

co-starring JEFFREY HUNTER • VERA MILES
WARD BOND • NATALIE WOOD

associate producer PATRICK FORD
screenplay by FRANK NUGENT

(a WARNER BROS. presentation)

C. V. Whitney Pictures, Inc., is also
preparing the second of the AMERICAN SERIES

THE MISSOURI TRAVELER

from a novel by JOHN BURRESS

C. V. WHITNEY PICTURES, INC.
1256 WESTWOOD BLVD., LOS ANGELES 24, CALIFORNIA

Printed in U.S.A.

/B Control

(*Continued from page* 1)

ed to be a little over 700,000. so is reported that the new group $27.50 per share, which would unt to approximately $19,250,000 he deal.

he official statement went on to that "the three Warner brothers continue on the board of the pany and they and their families retain a substantial stock interest he company." It is believed the ly may retain in all between 000 and 300,000 shares.

he Semenenko group had ac- ed additional shares of Warner k in the market and from other ces, according to reports. Its to- oldings, thus, are said to be be- n 25% and 30% of the 2,482,000 es outstanding, giving it working rol.

No Statement from Fabian

he question of Fabian's role in acquisition was left begging by erday's developments. Despite rrent reports that the veteran iit operator may head up the new agement group at Warner Broth- Fabian and his associates issued tatement. Trade quarters attrib- Fabian's reticence to the Federal ent decrees, which bar an active est in a film producing company an individual who owns a major k interest in a divorced theatre iit.

Washington, Justice officials nothing had been put before n yet in any form, and they would comment on what their attitude ld be in various situations, in- ling Fabian's, since their reaction ld depend on the details of the ific propositions ultimately before n.

Stock Declines

he WB stock on the New York k Exchange yesterday was down -and-five-eighths, from Wednes- s closing of 24 and three-eighths, trading light.

he official statement announcing continuation of the Brothers ner on the board was considered tip-off on the continued status of L. Warner as production super- r at the studio, as previously re- ed. The resignation of Harry M. ner as president and Albert War- as vice-president was expected, ough all three will continue on board of directors.

emenenko, who has been in New the past few days, could not be hed for comment.

Charles Allen an Aide

harles Allen of Allen & Co., al- ugh not a member of the purchas- group, was reported to be ready id the syndicate. Allen left here Washington yesterday amid spec- ion that he may join others in enting details of the deal to the artment of Justice.

is understood that Fabian's will- ess to assume the helm of the Warner Brothers management ked the Semenenko group, al- though the group is understood to be ready to obtain another executive of Fabian's status to assume the helm if the latter cannot do so. The announced plan to continue "active" and "aggressive" management of the company was seen as a pledge that the distribution and studio arm of the company will be kept intact.

March Sale Recalled

The sale of the Brothers Warner stock came in the wake of the March contingency sale of the Warner Brothers' film library up to 1948 to a Canadian group headed by Louis Chesler. The library will be used for TV exhibition, as well as theatrical reissues. The contingency in the $21,000,000 Chesler deal involves a favorable capital gain ruling on the deal by the Internal Revenue Service.

It is reported that Fabian is willing to give up his stock interest in Stanley Warner. However, the nature of the ownership of Fabian's controlling interest in the S-W circuit raises a question of whether he can do it in a manner which would win the approval of the Department of Justice.

A Family Enterprise

The controlling interest of Warner theatres, formerly owned by Warner Brothers before divorcement, was purchased by Fabian Enterprises, Inc., a family owned corporation of which Fabian is president. The profits of Fabian Enterprises is understood to go to Fabian, his sister and other members of the Fabian family.

This raises the question that even if Fabian is willing to divest himself of his stock interest in Stanley Warner and Fabian Enterprises, would the Justice Department consider it a complete separation of exhibition and production-distribution interests.

May Force the Issue

In Washington there is speculation about another course of action. It is said Fabian could always force the Justice Department's hand by going ahead and seeing whether Justice would then bring suit. If Justice does, there is further speculation that there is a chance that the courts would not uphold a Justice Department challenge to a particular arrangement of his stock interests.

On the other hand, it is pointed out that Justice permitted the members of the Skouras family to separate their interests in production-distribution and exhibition, with Spyros P. Skouras retaining the presidency of 20th Century-Fox, and the late Charles P. Skouras assuming the presidency of National Theatres. Justice officials, however, were not too happy about the situation and it remains an open question whether they would permit a similar situation to arise again.

Started in 1903

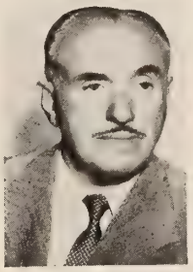
The Brothers Warner are genuine industry pioneers, having opened their first theatre, the Cascade, in New Castle, Pa., in 1903. Later they opened one of the earliest film exchanges in Pittsburgh. The next step was production, in which the brothers were singularly successful. With the late Sam Warner, they pioneered, too, in the commercialization of talking pictures under the Vitaphone trade name.

Given three years to divorce the Warner Theatres by the Federal consent decree in 1950, the Brothers Warner in the following year were on the verge of selling their stock holdings in the parent company to a group headed by Louis R. Lurie of San Francisco. The deal fell through at the last moment and in the following year the theatres were divorced by sale to the Fabian Enterprises, headed by S. H. Fabian.

SELL MAJOR STOCK HOLDINGS



Harry Warner



Jack Warner



Albert Warner

Coloring Sets Plug '10 Commandments'

A promotional device for holding the attention of the younger generation on Cecil B. DeMille's production of "The Ten Commandments," preparatory to release of the Biblical film, was revealed in New York yesterday by Paramount Pictures.

Tieup with Pencil Firm

It is a series of Ten Commandments coloring sets directly identified with the forthcoming DeMille production. Under a Paramount tieup with the Connecticut Pencil Co., dime and department stores, toy and stationery retailers, novelty shops and other similar establishments have begun to put the sets on sale, using displays to draw attention to the motion picture as well as to the colorfully boxed crayon and water coloring outfits.

Semenenko

(*Continued from page* 1)

him and his associates in the deal, has been prominent in motion picture financial transactions since the late 1930s.

Born in Russia, he is 52 years old. He was educated in Constantinople and at the Harvard Business School. He began his business career in 1926 with the credit department of the bank of which he now is senior vice-president, a position he has held for the past nine years.

He is credited with having played a prominent part in the acquisition of Universal Pictures Co. control by Decca Records, and his name figured in the purchase of the Warner Theatres by Fabian Enterprises at the time of their divorcement in 1952. Semenenko's name also was prominent in the negotiations in 1951 for purchase of the Warner Bros. family-held stock by the Louis R. Lurie syndicate.

Deal Collapsed

That deal, involving an offer of $27,000,000, collapsed in the closing stages when the Brothers Warner insisted that the purchasers assume liability in litigation pending against the company, and Lurie's attorneys refused. Incidentally, the deal collapsed five years ago to the day.

His first association with the industry is believed to have been in connection with reorganization of Olympia Theatres and their integration with the Paramount New England circuit, an assignment that made Semenenko an associate of Sam Pinanski, who headed, and continues to head, the New England circuit.

Apart from the somewhat spectacular industry deals with which he has been associated, he has been responsible for considerable motion picture financing by his bank.

Dominant Offices to Handle WB Reissues

The physical distribution of the first of the Warner Brothers film library, recently acquired for re-issue to theatres by PRM, Inc., will begin within 30 days with the setting up of 15 exchanges throughout the country, it has been announced here by Norman Katz, vice-president in charge of distribution for Dominant Pictures Corp.

Katz stated that Dominant will handle directly the re-issuing of a group of 52 Warner Brothers films. This group will not be available to television until the Fall of 1957, it was stated.

Recess to Monday Set by RKO Board

The board of directors of the RKO Theatres Corp., meeting here yesterday to discuss the outright purchase of the Cleveland Arcade Corp. as approved earlier this week by stockholders, recessed its meetings until Monday morning.

V.C. Votes

(*Continued from page* 1)

during the morning business meeting when there was an initial discussion concerning the possibility of limiting the number of honorary members in each tent, as one tent was reported as having 100 honorary members. Of primary importance also during the morning session was a resolution to have the international chief barker, successor to George Hoover, the present Variety head, appoint a committee to review and rewrite the organization's constitution and to present the draft of the new constitution 30 days before the 1957 convention. The reason for the revision, it was explained, was that many amendments to the Variety Clubs International's present constitution have made it complex to interpret.

Assessments Discussed

J. B. Dumestre, Jr., of Atlanta, stated that there was a possibility that an unlimited policy might result in a raising of the assessments of the tents. James Carreras of London stated that in England they have issued no honorary membership cards, only associate members. George Eby, of Pittsburgh, stated that actually no tent has the right to issue honorary memberships, that any non-paying cards could be issued only on the basis of making important individual associate members, and that even so, dues on these cards must be paid by the local tent to the International. On a motion made by Ben Goffstein of Las Vegas, this interpretation was adopted as the official policy.

The issue of just who is eligible for membership in Variety Clubs was brought up again when Roy Scott of Pittsburgh made a motion that that portion of the constitution dealing with qualifications for membership be expanded to include newspapermen, public relations men and advertising agency members. After much discussion, it was agreed that regular membership in Variety remain so that a majority of annual income must be derived from the amusement industry. A barker from Jacksonville said that the handing out of memberships, honorary and regular, was "like giving away theatre passes," in some tents.

No London Convention

Sir Tom O'Brien of London, prior to the break for lunch, took the floor to explain why his tent is withdrawing its bid for the 1957 convention. He said that the financial arrangements caused the abandonment of the 1957 convention plans, but that London would like to have the 1958 convention if additional income was given to the London tent from convention brochures, registration fees, and an alleviation of the policy of having the host tent pay for international officers expenses.

The afternoon session was highlighted by the delegates unanimously voting film producer Ralph Staub $12,566 to complete his production, "The Heart of Show Business," a one-hour wide-screen and color film which, when completed, would be distributed for theatrical distribution. Staub appealed to the Variety Clubs for more money, saying that he has already invested close to $15,000 in the one-hour picture and that, with more financing, would have it available for October release.

R. J. (Bob) O'Donnell of Dallas recommended approval of the grant. Under the production arrangement, International Variety would receive 50 per cent of the net profits of which 25 per cent would be passed on to the individual tents. O'Donnell also said that Paramount Pictures, which has 25 per cent of the film rights to the film, has indicated to him that it would waive its rights when the film is finished.

It was also recommended that each tent appoint a chairman to handle the distribution of "The Heart of Show Business' 'in each exchange territory to insure a sufficient number of playdates.

Today's activities will be highlighted by the reading of the Heart reports in the Jade Room of the Waldorf Astoria Hotel.

Golden's 'Heart' Report

Variety Tents Laid Out $2,700,000 for Child Care

Showmen-members of Variety Clubs International spent about $2,700,000 during 1955 in their varied efforts to aid underprivileged children, Nathan D. Golden of Washington, International Heart chairman, reported at the 20th annual convention at the Waldorf-Astoria Hotel here.



Nathan Golden

More than 250,000 individuals were directly benefitted by these welfare activities and countless other thousands were indirectly aided, Golden stated, adding that since the inception of Variety Clubs in 1928 approximately $36,000,000 in charitable endeavors have been spent throughout the world.

In all of their "Heart" activities, Variety Clubs have made an especial effort to aid physically handicapped and afflicted children live a more happy and useful life. The adoption program of the Roselia Foundling Home Maternity Hospital in Pittsburgh is one of the finest in the U.S.A. and the Pittsburgh ten was awarded the "Charity Citation Award" last year. The Blind Babies Foundation in San Francisco is world-renowned for its care and training of pre-school age blind children and their parents. Probably the leading hospital and research institution in the U. S. for children with rheumatic heart conditions is the LaRabida Jackson Park Sanitarium in Chicago, Golden said.

Epilepsy Aid Here Outstanding

The Variety Club Foundation to Combat Epilepsy here is the first volunteer organization to undertake the problem in New York and the Children's Cancer Research Foundation in Boston is recognized as the world's center for children with cancer.

Golden's report continues:

"Variety Clubs have made a special effort to aid physically handicapped children and have excellent schools, equipped for handicapped children, in Toronto and Las Vegas. In Philadelphia, the Variety Camp for Handicapped Children is equipped with ramps so that the children may move about freely and there is a heated swimming pool and recreational building. Variety Children's Hospital in Miami is the leading institution in South Florida for the treatment of children's diseases and polio cases. Homes for convalescent children, cerebral palsy clinics, schools for retarded and emotionally disturbed children, heart clinics, health centers, and other clinics are operated under sponsorship of Variety Clubs International with only one objective in mind —the development of healthier and happier boys and girls. Variety Club clinics in Washington and Charlotte, N. C., are constantly administering to the needs of indigent children and a new $100,000 Variety clinic is being established in Baltimore.

"Variety Clubs have sponsored considerable activity in the field of research and treatment of heart diseases. The Variety Club Heart Hospital in Minneapolis and the Variety Club Medical Center in Milwaukee have made outstanding accomplishments in heart surgery techniques and research, teaching, and treatment, and the new Variety tent in Seattle is establishing an out-patient heart clinic.

Character Development Vital

"In addition to its activities contributing to the health of children, Variety Clubs carry on an equally important program to aid in the development of the character of boys and girls that they might become useful citizens of the community in which they live. These 'Heart' activities include well-equipped and supervised boys' clubs, summer camps, youth centers, scout troops, and day nursery care programs.

"Variety Clubs International has plans for the enlargement of these objectives and for the adoption of new programs to meet the needs of the communities where Tents are located. Through these accomplishments, these Showmen are truly living up to their slogan 'The Heart of Show Business'."

V.C. Convention Sidelights

Father Sylvester J. McCarthy, ch lain of the Variety Clubs Inter tional, made an appearance yester on the "Strike it Rich" television sh on 140 stations coast-to-coast. He interviewed by Warren Hull and t the story of the Variety Clubs and start, and the work accomplished the last year for needy children.

•

Dominant Pictures Corp. will sp sor a cocktail party for barkers their ladies tomorrow evening 6:30 p.m. in the foyer of the Gr Ballroom at the Waldorf-Astoria H tel, convention headquarters. H for the party, which will precede Humanitarian Award dinner, will Elliot Hyman and Norman Katz.

•

Las Vegas Tent No. 39 deleg Fred Soly, Ernest Cragin and G Murphy are looking for additio passengers for their return trip to West. The boys, in Western g chartered a plane for the convent trip. Besides, they are going aro passing out "currency" that looks $1,000 bills to sell all others ab the "joys" of Las Vegas.

•

Canadian barkers from Toronto other parts of Canada are "down the mouth" about motion picture t atre attendance, down due to the pact of television. Claim first-run t atre business is good with good p tures, but sub-run houses are not good. The barkers, however, say "t British Lion's "Geordie," is the grosser now in Canada, being in sixth week at two prominent Toro houses.

•

J. J. Fitzgibbon, of Famous Pla Canadian, a delegate to the conv tion, reported that Telemeter, s scription television service, will be augurated in Vancouver by the e of Spring, which is June 21.

•

Transportation facilities for all V riety delegates are being handled e ciently by Seymour Moses of Vari Club Tent No. 35 in the Waldo Astoria Hotel registration headqu ters.

•

Elmer Lux of Buffalo is in gr demand as a luncheon speaker. left for his home town to emcee luncheon today and will fly back tonight's Mardi Gras shindig. Und stand that his costume will be o that includes wings, due to his sch ule.

•

The Coca Cola representativ headed by Charlie Okun of Tent N 35, had almost 1,000 barkers, ladi and other friends aboard their cru last night. Coke flowed like wi mixed with some other ingredien naturally.

wards

(*Continued from page* 1)

Grand Award for small situations

John McKim, manager of adian Odeon's Odeon Theatre in ysmith, B. C., while the Over- Award went to H. G. Schenk, Paramount Films of Germany.

emp has been a member of the nagers Round Table, which con- ts the annual showmanship project "Motion Picture Herald," for n years. He has been a manager the Fabian and Schine circuits was the winner of the S-W vark zone grand prize in 1955, the e being a trip to Europe. He won second quarterly award and the nd Award for the same campaign.

McKim, Schenk Scroll Winners

McKim is a comparatively new nber of the Round Table, having ed in July, 1954, but he is the der of a Scroll of Honor in two rterly contests and has been pro- ed to the Odeon home office in onto.

chenk won a Scroll of Honor in third quarter of 1954 and the nd quarter of 1955.

The campaigns of the winners were ged on Monday at the 22nd an- l Quigley Awards luncheon at- ded by the industry's top adver- ng and promotion representatives.

A's Velde Feted t N.E. Luncheon

BOSTON, May 10. — James Velde, wly-appointed general sales man- r for United Artists, greeted about circuit heads, buyers, bookers and dependents at a luncheon today at Sheraton-Plaza, hosted by Harry gal, branch manager. Milton Cohen, vision manager, introduced Velde. In a message to all New England hibitors, Velde said, "I am very ppy to make Boston one of the t calls on my swing throughout country, as we consider New gland one of our most important rritories. I am looking forward to owing you exhibitors better. We UA have always been happy to en our pictures early in Boston be- use we have found the exhibitors d the press most cooperative in rting up initial engagements. We planning a world premiere for s city with "Kiss Before Dying" at ew's State and Orpheum on June followed by at least 100 bookings, d backed by a strong TV saturation mpaign. With such films as "Alex- der the Great," "Trapeze," "Foreign trigue," "Ambassador's Daughter" d "Johnny Concho" coming up, this ason is without doubt the greatest A has ever known and our plans r 1957 look ever greater."

et Bel-Air's Next

"Mark of the Apache" will be Bel- r Productions next film for United tists release. It replaces "Border trol" on Bel-Air's schedule as the m to follow "Fort Laramie."

Three Honored for Showmanship



George Kemp



John McKim



H. G. Schenk

Sets Press Previews For UA 'Trapeze'

United Artists will fly 135 newspaper, magazine and TV-radio representatives from 30 cities to three special press previews of Hecht and Lancaster's CinemaScope production of "Trapeze" in New York, Chicago and Los Angeles, it was announced by Roger H. Lewis, UA's national director of advertising, publicity and exploitation.

The advance showings, designed to hypo pre-opening publicity in the record $2,000,000 promotional campaign for "Trapeze," will be launched in New York on May 16 with a press preview at the Victoria Theatre on Broadway.

The audience will comprise members of the trade press, local newspaper and magazine reviewers and editors, and representatives from key papers in Houston, Miami, New Orleans, Fort Worth, Washington, Pittsburgh, Philadelphia, Syracuse, Boston, Springfield, Hartford, Worcester, Bridgeport, Toronto and Montreal. TV-radio representatives from Boston, New York, Toronto, Washington, New Orleans and Miami will also attend.

The Los Angeles preview of "Trapeze" will be held on May 23 at the Academy Theatre for press representatives from the local area and San Francisco, Portland, Seattle, San Diego and Salt Lake City.

A press showing on the same date at the Esquire Theatre in Chicago will be attended by newsmen from Dallas, Kansas City, Cleveland, Detroit, Indianapolis, Kansas City, Minneapolis, Milwaukee, St. Louis and Omaha.

TOA Paper Cites Promotional Ideas

Nine exploitation ideas are highlighted in the May issue of the Theatre Owners of America "Business Builders," released this week.

Suggestions to boost box-office attendance came from TOA members in Virginia, Illinois, Florida, Texas, Georgia, California and Tokyo, Japan.

The third issue, "Business Builders" is published as a stimulant to the business and serves as suggestion-box for theatre promotional ideas.

Columbia

(*Continued from page* 1)

000,000 roughly—but the utilization of American stars, directors and producers in some of these 16 films, would add another $3,000,000 to the production investment.

The Columbia international executive said all of these 16 British pictures are for the international market. He said that under the big production program, Columbia has been forced to increase its London studio space and is currently shooting at three studios there. Frankovich also disclosed that the big production program, "which is closely watched by other film producers," has necessitated the formation of talent, story and research departments.

Returning to London Next Week

Saying that he will return to London next week in time for the London premiere of "The Eddy Duchin Story" and for the conclusion of the Jack Cohn sales drive, Frankovich added that business for Columbia International in Great Britain will be "the greatest in the company's history." He declined to say just what the fiscal year gross might be for that market.

Commenting on the impact of British television on the motion picture industry, Frankovich said that the British film industry has appointed a committee, headed by Robert Clark of Associated British Cinema, to investigate ways of working closer with the television industry "instead of fighting it." The TV problem in England is examined and discussed much more by the film industry than it is in the U. S., he said, adding that British commercial TV now is in the same stage that TV was in the U. S. three years ago.

Predicts Control of TV

Frankovich said he believed that ultimately the British film industry "will all but control" British TV and will have a "unified policy as to what would be given to TV for programming so that there would be no impact on box office grosses." Many British theatre circuits now have big interests in TV, he said, indicating that if they could agree on some definite policy on the matter of programming, everything would "work out fine."

Whitney

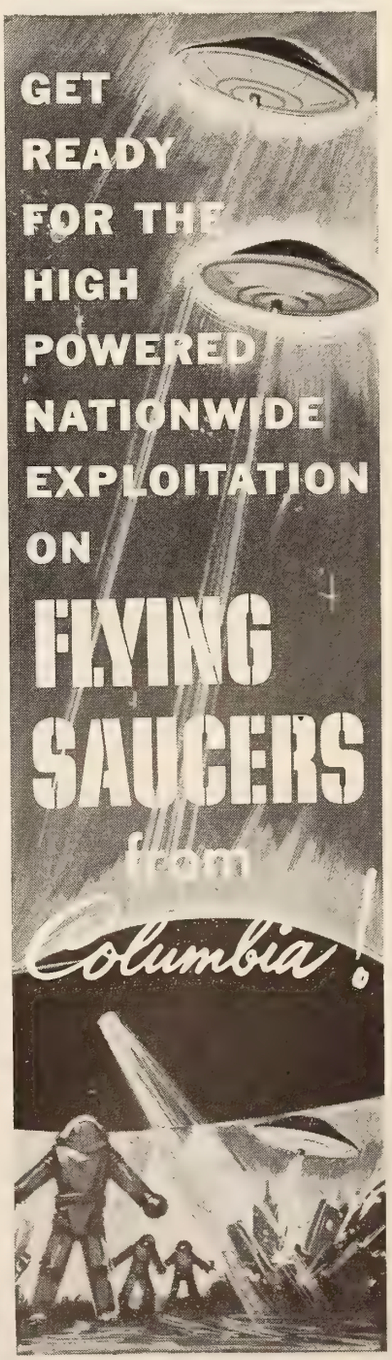
(*Continued from page* 1)

produced by C. V. Whitney Pictures, Inc. "Chang," another historic Cooper-Schoedsack success, filmed in 1926, will be re-filmed as the second in the series on the same budgetary scale.

Rights to the original films, which pre-dated color and sound and were shot in black-and-white at the then prevailing projector rate of sixteen-frames-per-second, have been re-acquired from Paramount, which distributed them originally. The new productions will be made with color by Technicolor and in an expanded screen process yet to be chosen.

"Grass" is the dramatic account of a migration by 50,000 Bakhtiari and 500,000 sheep over a snow-swept mountain range in Iran to find grazing land for the stock.

Executive producer Cooper will supervise both productions.



WASHINGTON	Keith
SAN DIEGO	Spreckles
LOS ANGELES	Uptown, Orpheum, Iris
CLEVELAND	Allen
PHILADELPHIA	Stanley
ATLANTA	Rialto
OKLAHOMA CITY	Center
LITTLE ROCK	Center
BOSTON	Pilgrim
BAY CITY	Washington
LAWTON	Ritz
KNOXVILLE	Riveria
MILWAUKEE	Alhambra
MINNEAPOLIS	Orpheum
ST. PAUL	Orpheum
HARTFORD	E. M. Loew
NEW ORLEANS	Orpheum
BALTIMORE	Town
CHATTANOOGA	State
TULSA	Delman
L. BEACH, CAL.	Lakewood D.I. & State
PHOENIX	Paramount
DENVER	Denver
SALT LAKE CITY	Lyric, Hyland D.I., Redwood D.I.
PORTLAND, ORE.	Orpheum
SEATTLE	5th Avenue
LOUISVILLE	Mary Anderson
SAN FRANCISCO	St. Francis
TUCSON	Paramount
GREENSBORO	Center
COL. SPRINGS	Chief
PASADENA	Academy
S. BERNARDINO	Ritz
SAN PEDRO	Warner
RIVERSIDE	De Anza
HOT SPRINGS	Malco
ABERDEEN	Orpheum



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COLUMBIA PICTURES presents A WARWICK Production

JOSE FERRER · TREVOR HOWARD

COCKLESHELL HEROES

CINEMASCOPE
Color by TECHNICOLOR

Screenplay by
BRYAN FORBES and RICHARD MAIBAUM
Executive Producers
IRVING ALLEN and ALBERT R. BROCCOLI
Directed by JOSE FERRER

Watch those top dates pour in to Columbia!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 93 NEW YORK, U. S. A., MONDAY, MAY 14, 1956 TEN CENTS

At Convention End

Aid to Rogers Hospital Asked Of VC Barkers

A. Montague in Plea for Support of Institution

By LESTER DINOFF

"We need your help!" These were the words which summed up an address by A. Montague, president of the Will Rogers Memorial Hospital, before the 30th annual convention of International Variety Clubs at the Waldorf-Astoria Hotel here.



A. Montague

Montague, vice-president and general sales manager of Columbia Pictures, speaking prior to the close of the

(*Continued on page* 11)

V.C. Honors Tents of London, Las Vegas

Two Variety Club tents received the Charity Citations, or Heart Awards, at the closing session of the 20th annual convention of Variety Clubs International here on Saturday. There was one honorable mention.

One award went to the Las Vegas tent for its planning and construction of a day nursery.

The other award went to the London tent for its broad activities in charitable endeavors.

The Atlanta tent was given honorable mention for its outstanding work.

Barry Studies TV Field for Metro

A study to fully evaluate the TV field for Metro-Goldwyn-Mayer currently is underway under the leadership of Charles C. (Bud) Barry, recently appointed to head up the M-G-M TV operations, Barry stated here at the weekend. He said that

(*Continued on page* 6)

Skouras Toll TV Date Is Still Uncertain

From THE DAILY Bureau

WASHINGTON, May 13. — Senate Commerce Committee officials said no definite date has yet been set to hear 20th Century-Fox president Spyros Skouras' testimony against subscription television.

Skouras was originally scheduled to testify tomorrow. However, he was unable to make that date, and announced the committee had agreed to hear him May 21. Committee officials said Skouras might have gotten that commitment from Chairman Magnuson (D., Wash.) personally, but that so far Magnuson has not told the committee staff and no hearing has yet been scheduled for the 21st.

26 in Para.'s Lineup for '56

A total of 26 films are awaiting release, currently being filmed or being readied for the cameras this year, it was disclosed over the weekend when Paramount Pictures released its 1956 program schedule.

Awaiting release are Alfred Hitchcock's "The Man Who Knew Too Much," "The Leather Saint," the Perlberg-Seaton production "The Proud and the Profane," "That Certain Feeling," "Pardners," "The Vagabond King," Edward Dmytryk's "The Mountain," Dino DeLaurentiis' "War and Peace" and Cecil B. De Mille's "The Ten Commandments." Eight films are awaiting release.

Six productions are currently be-

(*Continued on page* 11)

Papers Being Prepared

Management of WB Intact Until D-J Acts

Clarification Must Come on Si Fabian's Possible Role in New Semenenko Setup

By MURRAY HOROWITZ

The management of Warner Brothers Pictures Co. will be left intact until a clarification is obtained from the Department of Justice as to Si Fabian's possible role in the new WB set-up, it was authoritatively learned here at the weekend.

Legal papers are being prepared here for submission to the Justice Department shortly, it was stated, papers which will presumably explore the consent decree provisions separating production-distribution from exhibition. Fabian is president of Stanley Warner, the theatre circuit divorced from the old Warner Brothers Co., and is understood willing to give up his stock interest in the circuit to assume active leadership of the picture company.

These developments occurred in the wake of the sale of an estimated 800,000 shares of Warner Brothers Pic-

(*Continued on page* 2)

Humanitarian Award Of V.C. Int'l for 1956 Goes to Henry Ford II

Henry Ford II, president of the Ford Motor Co., was named recipient of Variety Clubs International's annual Humanitarian Award by a committee composed of newspaper editors and publishers, it was disclosed by award committee chairman George Eby at a banquet which brought to a close the 20th annual convention of Variety Clubs at the Waldorf Astoria Hotel here on Sat-



Henry Ford II

(*Continued on page* 11)

'Daff Drive' Goes Over Top for Fifth Successive Year

From THE DAILY Bureau

HOLLYWOOD, May 13.—The announcement that for the fifth successive year all-time company overseas sales records were set during the 17-week 1956 Daff drive, which ended on April 28, was made here at the concluding session of Universal International Films' week-long global sales conference by Alfred E. Daff, executive vice-president of Universal Pictures, and president of its foreign subsidiary, Universal International Films.



Alfred Daff

During the entire sales drive

(*Continued on page* 6)

Television Today

IN THIS ISSUE **PAGE 7**

- **Stephen Bosustow, en route from London and the Continent back to his home base in Hollywood, stops in New York to talk about UPA expansion here and abroad.**
- **Spotlighting the news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

PERSONAL MENTION

HENRY GINSBERG will return to Hollywood today from New York.

•

SIR TOM O'BRIEN, M.P., general secretary of the National Association of Theatrical and Kinematograph Employes, returned to London from New York yesterday via B.O.A.C.

•

MYRON BLANK, TOA president; WALTER READE, circuit operator, and SIR CAROL REED, director, will arrive in New York from Europe tomorrow aboard the "Queen Elizabeth."

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, left New York at the weekend for key cities of the Midwest.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, will leave here today on a 10-day trip to company exchanges.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, returned to New York over the weekend from Europe.

•

DON FEDDERSON and MRS. FEDDERSON, TV film producers, will arrive in New York today from the Coast.

•

DORE SCHARY, M-G-M vice-president in charge of production, will return to New York today from Boston.

•

JACK SHAINDLIN, orchestra conductor, has returned to New York from the Coast.

•

GEORGE SLAFF, of Samuel Goldwyn productions, has returned to Hollywood from New York.

•

NORMAN SIEGEL, vice-president of International Affiliates, has arrived in New York from Hollywood.

•

BARBARA WILKENS, of ABC Film Syndication, will leave here tomorrow for Roanoke, Va.

•

HOWARD STRICKLING, M-G-M studio publicity head, will arrive in New York today from Hollywood.

•

BEN GAGE, husband of ESTHER WILLIAMS, left here yesterday for London via B.O.A.C.

•

MARTY BLAU, Columbia Pictures trade press contact, is vacationing in Virginia.

•

JULES LEVEY, independent distributor, left here on Friday for the Coast.

W.B. Management Stays

(*Continued from page* 1)

tures stock by the three Warner Brothers to a group headed by Serge Semenenko, senior vice-president of First National Bank of Boston. Meanwhile, the New York "Times" quoted Semenenko as saying that Fabian "is participating in the transaction," the first official acknowlegment of Fabian's role, although all previous reports linked the veteran exhibitor prominently in the deal. Fabian, throughout, has refused any comment.

The disclosure that until the Department of Justice renders its opinion there will be no changes in Warner Brothers management, leaves Harry M. Warner remaining as president, Albert Warner as vice-president and Jack L. Warner, as vice-president in charge of the studio. The authoritative spokesman, asked when the Warner Brothers board would meet in light of the new conditons, said "not for a while." He went on to say that the Warner Brothers operations will not be altered "in the slightest" in the interim period, referring to the span of time before the Justice Department renders a decision.

The Brothers Warner, in the meantime, will remain on the board of directors, as their two-sentence statement confirming the deal announced. The sale of their 800,000 shares at about $27.50 per share represents a purchase price of about $22,000,000. The brothers and their family, as previously announced, also are retaining about 10 per cent of their stock in the company, the total of such stock believed to be between 200,000 and 300,000 shares.

It is understood that Fabian's willingness to assume the helm of the new Warner Brothers management sparked the Semenenko group, although the group is understood to be ready to obtain another executive of Fabian's status to assume the helm if the latter cannot do so.

Balt. Judge Upholds Censor Ban of 'Arm'

BALTIMORE, May 13.—Approval of the Maryland Board of Motion Pictures Censors which banned the showing here of United Artists' "The Man With the Golden Arm" was given Friday by Judge Joseph Brynes in City Court.

Judge Byrnes ruled "after viewing the film it became clear to this court why a number of film critics deplored the bad taste shown by the producer in filming the story."

He upheld the action of the censors who had ordered a cut in a two-minute sequence from the film which showed a member of the cast injecting narcotics into his arm.

The United Artists home office on Friday stated that an appeal would be taken on the Baltimore action banning "The Man with the Golden Arm."

UA to Advertise Sullivan TV Show

The advertising of the Ed Sullivan show on June 3 that will describe the world premiere of the Hecht-Lancaster production "Trapeze" was announced over the weekend by United Artists.

UA said the telecast will be advertised in 32 ads in newspapers in Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Fort Worth, Denver, Detroit, Kansas City, Minneapolis, St. Paul, New York, Philadelphia, Nashville, Washington and Los Angeles.

Todon Will Produce 8 Features in Year

HOLLYWOOD, May 13. — Todon Productions, Inc., will produce eight features within a year at an aggregate cost of $10,000,000, Todon president Tony Owen has announced. The company, owned and headed by Owen and Donna Reed, have six feature properties in pre-production preparation. The company has five earlier feature productions already in release.

The first among the new Todon productions to go before the cameras is "Twist of the Night," based on the British best seller.

Pollock in SWG-W Post

HOLLYWOOD, May 13. — Louis Pollock, former director of advertising and publicity for Universal Pictures and United Artists, and who has limited himself to professional writing in recent years, has accepted the directorship of public relations for the Screen Writers Guild-West.

Settle Anti-Trust Suit

The $750,000 anti-trust suit filed by Mindell Theatre Corp., operating the Bell Cinema in Brooklyn, was settled and dismissed in New York Federal Court on Friday before Judge Sylvester Ryan. Discrimination in runs and clearances had been charged.

Circuit Dates for 'Dance'

Circuit bookings have been arranged in Pittsburgh, Cleveland and St. Louis for the Trans-Lux release "Dance Little Lady" and for first-run openings in the cities for "Lovers and Lollipops," the company has stated.

. . . NEWS ROUNDUP

Cannes Cites Miss Haywa

Susan Hayward, for her perfor ance in "I'll Cry Tomorrow," receiv the best-actress award at the Can Film Festival. There was no awa given this year for best performan by a male actor.

The French documentary, "T Silent World," was honored as b film shown during the annual co petition.

■

Sneak Previews for 'Affai

M-G-M reports that more th 5,000 theatre owners, managers, bo ers and film buyers, as well as fi editors, columnists and broadcast attended 23 sneak previews of t company's "The Catered Affair" l week.

■

Illinois Drive-in Damaged

The Skyview Drive-In, Bellevil Ill., damaged to the tune of so $85,000 in a tornado several wee ago, has been reopened, with damage repaired. The theatre one of the largest CinemaScope dri in screens in the country and elaborately equipped playground wi free fire truck rides, live pony rid train rides, ferris wheel, mira whirl, merry-go-round, swings a slides.

■

'Sea' for Eire Festival

Allen H. Miner's "Naked Sea" w be presented at the Cork Film F tival in Eire, to be held May 21-2 it has been announced by Walt Branson, RKO Radio vice-preside in charge of worldwide distributi The RKO Pathecolor release will shown on May 25.

■

Reopen Cleveland Drive-in

The Pearl Road Drive-In, Clev land, built last summer by a group local theatre men, has reopene under an arrangement with opti to buy it at the end of this se son. New operators are Frank Schie and Alfred H. Stromeier. It has pr visions for 750 cars.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fee Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIr 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President· Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

PEOPLE

Sam George, former manager of the Paramount Theatre, Atlanta, and later with the Bailey Theatre, Atlanta, has been engaged as public relations director for Cinerama for the southeast. He will make his headquarters in Atlanta at the Roxy.

¤

Donovan H. Tyson has been elected vice-president and controller of Allen B. DuMont Laboratories by the company's board of directors. Tyson had served as controller since January of this year.

¤

Walter Sachs has been named production manager for George Blake Enterprises, TV film commercial firm.

¤

Neal Robinson, theatre operator in Alabama and Florida, is the new owner of the Park-View Drive-In Theatre in Crestview, Fla., acquired from **H. Ward.**

¤

Robert Coxe, manager of the Broadway Drive-In, Talladega, Ala., since 1952, has been named manager of the Ritz Theatre there.

¤

Dave Harris has been appointed amusement editor of the "Atlanta Journal." He replaces **Jon Barnes,** now the public relations man with Dinkler-Plaza Hotel, Atlanta.

¤

Glen Lambert, formerly with **Walt Disney** and Warner Bros., has been named production manager of the Shamrock studios in Florida.

¤

Jesse White, city manager at Columbus, Ga., for the Martin Theatres since 1951, has been appointed district manager for the firm in Georgia and central Alabama. **T. C. Laird,** who was been with the company for the past 10 years, was named city manager at Columbus.

¤

John R. Oishei, president of the Trico Products Corp. in Buffalo, has been named Niagara Frontier Businessman of the Year by the University of Buffalo's School of Business Administration.

¤

At the United Theatre Owners of Oklahoma board of directors meeting held recently, **Earl Snyder** was elected chairman to succeed **Ed Thorne,** who resigned.

¤

Richard Sokolove has joined RKO Radio Pictures in Hollywood as a staff producer.

Allied States Not Against Fabian-WB Deal If Fabian Drops His Interest in Theatres

From THE DAILY Bureau

WASHINGTON, May 13.—Allied States has told the Justice Department it can see no objection to Si H. Fabian buying control of Warner Brothers Pictures if he "in good faith" cuts himself off from any theatre interests.

At the same time, Allied declared, it didn't want Justice to think that this was the sort of thing Allied had in mind when it joined with the Theatre Owners of America earlier this year to urge the Department to permit divorced circuits to enter production.

A telegram from Allied president Rube Shor and general counsel Abram F. Myers to Assistant Attorney General Stanley N. Barnes declared that the purpose of the original Allied-TOA request on permitting the divorced circuits to go into production was to create new production sources and increase film production. Any purchase of a controlling interest in Warners by Fabian would not meet this criterion, the wire pointed out.

On the other hand, Allied continued, it could see no objection to the deal providing there is a complete and good faith separation of Fabian's theatre interests, and that his theatres in no way get any preemptive rights on Warner films.

USIA's TV Program To Foreign Market

WASHINGTON, May 13.—To provide television audiences in France, Italy and Latin America with a true picture of life in the United States, the U. S. Information Agency will produce four foreign language versions of its original TV program, "Report from America."

Theodore C. Streibert, director of the agency, said that the film would be produced in French, Italian, Spanish and Portuguese to supplement the current English language version. Spanish and Portuguese programs will be distributed in Latin America.

"Report from America" is a monthly documentary portraying various aspects of life in the United States. The 30-minute programs are filmed especially for television under the direction of the agency by the National Broadcasting Co.

The English language version of the TV series has been in production for several months and the first three programs have been aired by the British Broadcasting Corporation.

King Bros. to Start First Video Series

HOLLYWOOD, May 13. — The King Brothers' recently formed television department has completed final preparations for its inaugural series, "The Adventures of Sinbad the Sailor."

A brace of Academy-Award winners headlines the pilot film, with script by Fred Frank, co-author of "The Greatest Show On Earth," "The Ten Commandments" and "Samson and Delilah," and photography by Jack Cardiff of "The Red Shoes" fame.

Filming is scheduled to start June 5 on location in Persia and Turkey, with Kurt Neumann directing. The series will be shot in color with the score by Victor Young, who recently completed a similar stint on the King Brothers production, "The Brave One," which is being released by RKO. Associate producer is Barry Crane.

Film Cash Dividends Up in First Quarter

WASHINGTON, May 13. — Publicly reported cash dividend payments of motion picture companies in the first quarter of 1956 were running slightly ahead of the like 1955 period, the Commerce Department reported.

The department said these payments totaled $7,033,000 in the first three months of this year, compared with $6,860,000 in the like 1955 period. March payments were put at $3,842,000 this year, compared with $3,796,000 last year.

Wayne in Chicago For 'The Searchers'

CHICAGO, May 13.—John Wayne will arrive here tomorrow for a three-day series of personal appearances in behalf of the world premiere of his latest starring picture, C. V. Whitney's "The Searchers," for Warner Bros. presentation, at the Chicago Theatre Wednesday evening.

Upon his arrival, Wayne will kick off National Poppy Week by receiving the first poppy. Event will be covered by press, TV and radio. In the evening the star will be interviewed by Tony Weitzel over CBS radio.

On Tuesday Wayne will host a press luncheon for local motion picture critics, in addition to holding several radio interviews, including Mary Merryfield over NBC, and Ernie Simon over WGN.

U-I Will Advertise 'Boats' in 'Digest'

The first global magazine advertising campaign believed to have been launched for a motion picture has been arranged by Universal-International in its promotional campaign of "Away All Boats."

U-I disclosed that it will place a full-page, two-color advertisement in the domestic and international editions of "Reader's Digest" for the film which stars Jeff Chandler, Lex Barker, Julie Adams and George Nader.

Under Weltner

Local Meeting Of Paramount In Mass. Today

George Weltner, Paramount worldwide sales head, will conduct in Boston today and tomorrow a meeting of the company's Eastern division. The third in a series of seven scheduled divisional meetings at which Weltner will preside, the Boston gathering will focus on sales programs for current and forthcoming product, including Cecil B. De Mille's production of "The Ten Commandments" and Ponti-DeLaurentiis' "War and Peace," both of which major film works will begin release in 1956.



George Weltner

Hugh Owen, vice-president of Paramount Film Distributing; John G. Moore, Eastern division manager; branch managers from Boston, New Haven, Albany and Buffalo, and other key divisional personnel will attend the Boston meeting. In recent weeks, Weltner conducted similar meetings in Philadelphia, for the Mid-Eastern division headed by Howard G. Minsky, and Chicago, for the Central division headed by Bryan D. Stoner.

The Next in Atlanta

The fourth of these major Paramount divisional meetings is scheduled for May 21 and 22 in Atlanta, where Southern division executives, headed by manager Gordon Bradley, will join Weltner. The branches which will be represented at that conference are Atlanta, Charlotte, New Orleans, Jacksonville and Memphis.

Early June has been set for meetings of the Southwestern division in Dallas and the Rocky Mountain division in Denver, at both of which Weltner will be joined by Sidney Deneau, Paramount Western sales manager.

Sees Pattern Evolving

Weltner said at the weekend, before departing for Boston, that an effective pattern of local, individual handling of pictures by the field sales forces is evolving in consequence of the divisional meetings.

2 Kellys in I Block

M-G-M's "The Wedding in Monaco" and "The Battle of Gettysburg," both in CinemaScope and color, will open at the Guild Theatre here May 17. M-G-M's other Grace Kelly romance picture, "The Swan," will still be playing at Radio City Music Hall, which the Guild adjoins.

BIG PRODUCTIONS NOW



ALFRED HITCHCOCK'S

THE MAN WHO KNEW TOO MUCH

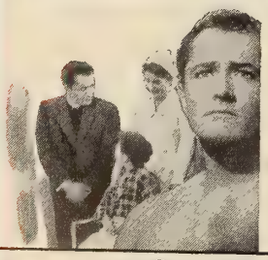
James Stewart, Doris Day.
VistaVision and Technicolor



PERLBERG-SEATON'S

THE PROUD AND PROFANE

William Holden, Deborah Kerr,
Thelma Ritter, Dewey Martin.
VistaVision



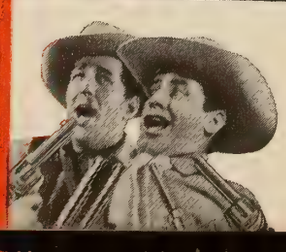
THE LEATHER SAINT

Paul Douglas, John Derek,
Jody Lawrance, Cesar Romero.
VistaVision



THAT CERTAIN FEELING

Bob Hope, Eva Marie Saint,
George Sanders, Pearl Bailey.
VistaVision and Technicolor



PARDNERS

Dean Martin and Jerry Lewis.
VistaVision and Technicolor

RIETY

RAMOUNT PROD'N PEAK

BIG PRODUCTIONS COMING

June Bustin' Out All Over With 7 Pix In Prod'n; 13 To Roll In Next 7 Months

In accelerating even the studio's current high of six films before the cameras, and in a move to continue its production upbeat, Paramount has scheduled 13 more pix for lensing within next seven months. Five of the films are slated to start in June, and with two of the pix currently shooting still before the cameras at that time, Par will hit an all-time production high with seven films in production simultaneously that month.

Pix starting in June will include "The Jim Piersall Story," starring Anthony Perkins with Alan Pakula producing and Robert Mulligan directing; "The Buster Keaton Story," starring Donald O'Connor with Robert Smith and Sidney Sheldon co-producing, latter also directs; "Flamenca," which Donald Siegal directs for producer Bruce Odlum; "Beau James," starring Bob Hope, a Melville Shavelson-Jack Rose production which Rose will produce and Shavelson direct; and Hal Wallis' "The Rainmaker," starring Katharine Hepburn and Burt Lancaster with Joseph Anthony directing.

Pix set for Fall are: "The Sons of Katie Elder," starring Alan Ladd with Samuel J. Briskin producing, to roll in August; "Papa's Delicate Condition," starring Fred Astaire with Robert E. Dolan the producer, and Alfred Hitchcock's "From Amongst the Dead," for September filming; "The Joker Is Wild," starring Frank Sinatra with Samuel J. Briskin producing, and Charles Vidor directing; "Joey," starring Anthony Perkins, with Alan Pakula producing; and an untitled Martin & Lewis comedy to be directed by Don McGuire; all three to roll in October; "Teacher's Pet," starring Clark Gable for Perlberg-Seaton; "The Red Nichols Story," starring Danny Kaye, a Shavelson and Rose production; latter two are to be lensed in November.

The six films now in production are "Funny Face," "The Loves of Omar Khayyam," "The Lonely Man," "The Maverick," "Gunfight at the OK Corral," and "Hollywood Or Bust." "Gunfight" and "Bust," Hal Wallis productions, will still be filming in June.

Barry Studies

(*Continued from page* 1)

M-G-M definitely will get into the television production field, although he declined to state at this time whether the projects contemplated fall along lines of TV dramas. He did not know whether M-G-M will enter the TV field for the 1956-57 season, but said M-G-M definitely would have TV production entries the following season.

On the question of the possible availability of the M-G-M film library to TV, Barry said the issue is being explored on what method, if any, to use, mentioning the possibility of an outright sale, leasing, or M-G-M entering TV distribution of its film on its own.

Bookers to Honor Levy

David A. Levy, who recently retired as New York branch manager of Universal-International, will be honored tonight by the Motion Picture Bookers Club of New York at a closed meeting at Toots Shor's.

Daff Drive Is Over the Top

(*Continued from page* 1)

period, 27 of the 40 competing countries exceeded their last year's actual total billings by a substantial margin, and most of the others either surpassed or atttained their Drive goal and in the final record-breaking week, 14 territories smashed their all-time marks for a single week's billings, Daff said.

Top individual honors during the global contest went to Chile, managed by Raul Viancos. Israel, headed by David Mallah, placed second; Siam, under Leo de Jesus, third, and Australasia, supervised by Herc McIntyre, fourth.

The European division, supervised by John Spires, finished first in the divisional standings and was awarded the traditional Daff cup. Second honors went to the Latin American division headed by Al Lowe. The Far Eastern division, under Arthur Doyle, placed third.

The announcement of the Daff drive winners was the concluding item of the week-long agenda for the 72 delegates representing 55 overseas territories as well as the United States. A farewell dinner was held on Friday night, at which time the prizes won in the Daff Drive were awarded and gifts from all over the world were interchanged between the managers.

At a special party, the members of the U.S.A. and overseas press stationed in Hollywood were presented to the foreign delegates. At another studio party, a number of top ranking stars, including Rock Hudson, Jeff Chandler, George Nader, Debbie Reynolds, Piper Laurie, Van Johnson, Martha Hyer, Dan Duryea, Jose Ferrer and Fred MacMurray were on hand to greet and chat with the overseas visitors.

Many of the delegates who had journeyed almost half-way around the world from parts of Europe to California will return via the Far East, stopping off at U-I branches en route to still further their knowledge of the company's global operations.



It's "red carpet" service on the world's fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 12 noon or 12:30 a.m.

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UNITED AIR LINES

TENT TALK

Variety Club News

LONDON. — Discussion continue here among Variety Club units re garding the suggestion made b George Hoover, International chie barker, during his recent visit here Hoover stated at that time that h hoped the various Variety tents woul try to strengthen their individual po sitions rather than seek to promot the establishment of new units.

△

LOS ANGELES.—George Jesse will coordinate the activities of th Variety Club of Southern Californi in connection with the world charit premiere of "Trapeze," Hecht an Lancaster's CinemaScope drama opening at the Fox Wilshire Theatre here on May 29. All proceeds from the event have been earmarked fo the Variety Boys' Club in East Los Angeles.

△

ST. LOUIS.—The St. Louis Variety Club will stage its spring festival May 26 in Kiel Auditorium for the benefit of the Heart Fund. There will be a talent show and dance contest, square dancing and carnival booths, with the Crew Cuts and Blue Barron's orchestra. Chief Barker of Tent No. 4 is David G. Arthur, head of the booking department of Fanchon & Marco-St. Louis Amusement Company.

△

MILWAUKEE.—Lou Elman, the first Chief Barker of Variety Tent No. 14 and branch manager of the local RKO Radio office, has accepted a transfer to the Los Angeles RKO branch. His many friends honored him at a farewell luncheon.

△

A 1956 Thunderbird, the Ford sports car, has been announced as the major prize in the annual drawing for the benefit of the New York Variety Club Foundation to Combat Epilepsy. The drawing will be held at the June 19 luncheon meeting of the club at Toots Shor's Restaurant.

TV Set Production Off in First Quarter

WASHINGTON, May 13.—Television set production in the first quarter of 1956 lagged considerably behind 1955, according to the Radio-Electronics-Television Manufacturers Association.

RETMA reported that TV set output totaled 1,844,632 sets in the first three months of 1956, compared with 2,188,252 sets in the like 1955 months. March 1956 output was estimated at 680,003 sets, compared with 831,156 sets in March, 1955, and 576,282 sets in February, 1956.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

urther Code Talk

A single code of practice for oth live and film television seemed n inch or so closer to reality last eek with the meeting in New ork of subcommittees representig the National Association of adio and Television Broadcasters nd the Alliance of Television Film roducers. The immediate subject f these talks was a proposal for xtending to television film proucers an affiliate subscription in ne NARTB Television Code "to ncourage conformity of film prodct with Code provisions." The Alance, of course, has been working n a fairly detailed code of its wn on the west coast, with the id and understanding of the Naonal Audience Board. Meanwhile, ne American Civil Liberties Unon, which earlier had been asked y the Alliance to give its opinion n the matter, issued a flat denunciation of all codes in the communications industry. The Union aid it did not oppose a producer's etting up his own standards, but hat "collective adherence to a ingle set of principles in a code as the effect of limiting different oints of view. . . ."

Wide Wide Finale

For its final program of the eason June 3, NBC-TV's Wide Vide World properly plans to ome up with one of its most amitious undertakings, a living esay on the St. Lawrence Seaway. The show, to be broadcast on the entire NBC and Canadian Broadcasting Company networks, represents the largest single cooperative effort between the two corporations. Not only will it explore the route of the seaway itself, from Quebec through the Great Lakes to Duluth, but it will also make a side trip to Baltimore, an east coast port which could suffer serious economic reverses should the Seaway siphon off much trade now going indirectly to the American heartland. Barry Wood is the executive producer of the award-winning series, which returns in the Fall.



TV Today Photo

A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corporation, talks to the press at NBC in New York. Seated beside him is Sylvester Weaver, NBC board chairman.

Shopping

▶ The networks are shopping outside and Official Films, for one, is supplying the demand. Harold L. Hackett, president of Official Films, announced last week a whopping total of $4,400,000 in major sales over the last three-week period. Included in the sales were "The Adventures of Sir Lancelot," to NBC; "The Buccaneers" to CBS for sponsorship by Sylvania, and the renewal of "The Adventures of Robin Hood" by CBS. In addition, Mr. Hackett announced that "The Adventures of the Scarlet Pimpernel" has been sold to the CBC for full network airing in Canada, as well as to the new Australian commercial channels in Sydney and Melbourne. Both "Sir Lancelot" and "The Buccaneers," produced by Hannah Weinstein's Sapphire Productions, were sold in record time on the strength of the first two films produced in each series.

Support the Nets!

▶ Support of the television networks, for some months now the targets of an almost continual succession of Governmental inquiries, was forthcoming last week from a fairly surprising and welcome source, Ely A. Landau, president of National Telefilm Associates. In a letter sent out to TV film syndicators the country over, Mr. Landau declared that it was about time that "we, and others who have a stake in this business of broadcasting . . . make our stand crystal and clear" on the matter of the networks. "It is my conviction that you and I and everyone concerned with the TV broadcast industry should shout 'Hurrah for the TV network, without which TV as we know it today would not exist!' " The only trouble with the situation today, continued Mr. Landau, is that there are only three networks. There should be more. . . . "I say let's concentrate on, call for, and create the means to give the industry more of them." Less surprising but no less cogent support of the networks was offered last week also by Harold E. Fellows, president of the NARTB. Speaking in Winston-Salem, Mr. Fellows said simply that the networks "are the only one effective way to present events of national and international significance to the American public. They must be supported by advertising. . . . The alternative is governmental operation."

Ziv on Syndication

▶ With the emphasis on syndication agreements, Ziv TV last week predicted an over-all gain of 50 per cent in total dollar volume of company program sales to all classes of advertisers in 1956, provided sales continue at present levels. Pace setters in the syndication up-beat, said M. J. Rifkin, sales vice-president, are sales to clients spotting shows on a regional or multi-market basis, which category should show a gain of 80 per cent. The company currently has several new properties in various stages of preparation which bear a "for syndication only" sales tag, all part of the Ziv production and sales strategy, even

(*Continued on page* 10, *col.* 1)

In Our View

THE performance in recent months on television of some of the most famous of the works of Shakespeare and other of the notable lights of the literary and artistic world has opened the way, successfully, to a vast area of service by the medium which can have only a splendidly beneficial effect on the whole industry.

The fact that these performances have met with such a high degree of enthusiastic response, among the general public, educational authorities and even the younger generation, is indeed heartening. Especially is this an invaluable condition, since it makes, for the sponsor, the happy state of affairs where he is ready, willing, and probably able to do it again and yet again. "The Hallmark Hall of Fame" was described recently as performing the function of "a national theatre, and right in the nation's living room." New and vital stature accrues to the medium in its entirety when such a designation can be assigned.

There is a further, marginal yet extremely important facet of this fine and healthy condition which is less apparent but no less of value. That is the fact that where the medium wins for itself the approbation of diverse segments of the nation it in effect automatically has attained for itself wider acceptance generally, greater loyalty than ever from its followers and a more profitable operation.

Likewise, it is true that the whole public conception of entertainment media is enhanced, with new good coming as a result to motion picture as well as to television. New respect for any single entertainment medium must be of distinct benefit to all entertainment media of similar nature.

—Charles S. Aaronson

Passing in Review

UNANIMITY AMONG THE LAY CRITICS is news. The happy beneficiary of last week's unusual agreement among the professionals was Maurice Evans' "practically perfect" production of "The Cradle Song," NBC-TV, Sunday, May 6. The Hallmark production survived several important pre-rehearsal casting problems and emerged as perhaps the series' finest show to date.

Other live dramas of the week ranged from very good to take-it-or-leave-it. In the latter category were CBS-TV's Studio One production Monday night of "The Drop of a Hat," concerning the witchery to be found in the offices of a fashionable ladies' magazine, and NBC-TV's Tuesday night Playwrights '56 production of "You Sometimes Get Rich," which spoofed The $64,000 Question, competing concurrently on CBS-TV. Larry Blyden was the very funny star of the "Question" satire, and he received some fine support from Georgiann Johnson, Virginia de Luce and Tom Poston, but the script was, in one of Poston's ad-agency terms, "faulty decisioning."

The special events of the week were random things, depending more on chance than on any prearrangements. Former heavyweight boxer Lou Nova recited inspirational verses—some of his own composition—on NBC-TV's Today Tuesday morning and succeeded in ruffling, just a mite, the easy manner of Jack Lescoulie. Monday evening Studio One's huckstress, Betty Furness, added a new wrinkle to her Westinghouse pitches by letting her daughter deliver part of the spiel. Properly coached, they might become the Mary Martin-Heller Haliday of Madison Avenue. CBS-TV gave fine coverage to the "Landy Special Mile" run in Los Angeles, Saturday, May 5. Immediately following Needles' Kentucky Derby victory, the Bailey upset in Los Angeles made complete the afternoon of the armchair coaches.

Elsewhere in the week, and in greater detail:

STAR STAGE: "Bend to the Wind." NBC-TV, ½ Hour, 9:30 P.M., EDT, Friday, May 4, 1956. Live, from New York. For Chesebrough Ponds.

Young Brandon de Wilde with a reasonable degree of consistency proves himself a capable performer and this well-handled, if somewhat cliche-ridden play gave him additional opportunity to prove his worth. It is a simple, and simply told story of the youngster whose mother marries again after the death of his father, and the boy's refusal to accept the man who seeks to take the father's place. As the youngster emerges from under an anaesthetic following an operation to save his leg after a gun accident, he recalls the events of the previous several months, and finally, returning home, comes to realize the new father is ready and anxious to replace the man who is gone. Full understanding only comes, though, when the boy discovers the sacrifice the man made in order to obtain the needed medical attention. Meg Mundy and James Gregory are capable as mother and stepfather, respectively. The George Lowther play was adapted by Roger Lawgon and directed by Jack Smight.

FORD STAR JUBILEE: "This Happy Breed." CBS-TV, 1½ Hours, 9:30 P.M., EDT, Saturday, May 5, 1956. Live, from New York. In compatible color. For Ford Motor Company.

It is indeed a happy state of affairs that the versatile Noel Coward has taken so readily to the television medium and vice versa, for thus can the product of this truly authentic modern day genius be brought more widely into the ken of the general public. In "This Happy Breed," Coward himself stars in his own play, and incidentally is credited with supervision of the entire production. He is, in a word, virtually without peer in each of the three departments in question, whether as author, star or producer. It may be said that this television production was a rich and rewarding experience for all viewers, and that the hour and one-half must stand as one of the highlight programs of a year and more of television. Described as a Lance Hamilton-Charles Russell production, the play was directed and staged, most expertly, by Ralph Nelson, with Richard Lewine listed as producer, all of course under Coward's supervision. As brilliantly effective as is the performance of Coward as Frank Gibbons, the protagonist and the prototype of all of middle class England at its best, come hell or high water, no less fine is Edna Best as his understanding wife. In excellent support are Roger Moore, Patricia Cutts, Robert Chapman, Joyce Ash, Nora Howard and Beulah Garrick in particular. Each contributes most importantly to the over-all effectiveness of a brilliant work. Here was dramatic presentation at its best. It seems a safe wager that one day there will be a revival of this show on TV.

THE AMAZING DUNNINGER. ABC-TV, ½ Hour, 8:30 P.M., EDT, Wednesday, May 9, 1956. Live, from New York. For American Tobacco Co. and Pearson Pharmacal Co. (alternating).

Dunninger, described as the "master mentalist," returns to the wars in the format made familiar in his earlier appearances, and in much the same pattern of program. Those among the viewing and listening audience who are basic sceptics probably may not be unduly impressed by the presentation, since Dunninger is a good but hardly a spectacular showman. For those who are ready and willing to believe, and they are legion, Dunninger offers a remarkable exhibition of thought transference, telepathy or what you will. In this opening show of the return a remote from Dunninger carries to the mammoth *U.S.S. Saratoga* at Brooklyn Navy Yard, where first the commander and his executive officer, then a mess officer, participate in a test of Dunninger's powers. It is convincingly indicated that the "thoughts" at least are not prearranged. The studio audience participation also is effectively done. The music which was interjected was ineptly chosen, too loud, and generally damaging to the over-all effect. This is not a musical show, and music should not be intrusive. Here is a case where for dramatic effect some silence could be golden. Ben Frye produced.

KRAFT THEATRE: "Death Is a Spanish Dancer," NBC-TV, 1 Hour, 9 P.M., EDT, Wednesday, May 9, 1956. Live, from New York. For Kraft Foods.

With Kim Stanley as star and a haunting script by Wendell Mayes, Kraft Foods (by way of J. Walter Thompson) came forth with another superior production last week. Mayes' story, said to be based on an old legend of the Southwest, was a poignant near-fantasy about an incurably ill girl, daughter of an overly protective, wealthy father, who falls in love with a strange Spanish dancer. Mayes' symbolism was rather primitive, but the physical production and the performances were complex and at all times sharply defined. It also was one of those few times when, in the hubbub of live TV drama, even the sets and camera work seemed interesting. Dick Dunlap was the director of the large cast including James Daly, David Stewart and Bert Freed. Luis Olivares as the Spanish dancer contributed the show's highlight in an eerie flamenco solo.

ROBERT MONTGOMERY PRESENTS: "Jack Be Nimble," NBC-TV, 1 Hour, 9:30 P.M., EDT, Monday, May 7, 1956. Live, from New York. For Shick, Inc.

Bigamy, because it seems like such a careless crime and one that brings its own just rewards, as well as a problem that affects only a very small percentage of our population, has in the past been best used as material for farce. Here, however, producer Robert Montgomery came up with the makings of a satisfying melodrama concerning a genial, middle class dissembler who commutes between Philadelphia and New York. Adapted from a short story by Mary Orr, "Jack Be Nimble" was hardly a bundle of wit or invention, but it had at its center a fascinating character, played by John Newland with just the right amount of malevolence and seedy grandeur. As his two mystified wives, Augusta Dabney and Jun Lockhart brought an unusual amount of life to roles that were essentially foils for the villain. Prominent in support were Pete Larzer, as the child of one of the ill-fated unions, and Frank Schfield, as the psychiatrist who had to probe Mr. Newland's some time total recall. Perry Lafferty was the director who managed to bring all the various elements into an entertaining unity.

CHICAGO

A SURVEY shows that color is having its impact within the industry, even if not with the viewing audience in terms of number of receivers in use. Every film studio in the Chicago area is turning out new color commercials, both live and animated, in addition to general experiments with fresh techniques and effects. Agencies and sponsors are busy, it was reported, with new packaging planned in many instances to assure better TV reception for products.

THE Chicago Board of Education has approved a plan for the instruction by TV programs from Station WTTW of some physics and mathematics classes in each of the high schools daily for two weeks as an experiment.

"THE advent of Chicago-based color TV should have a great deal to do with adjusting the public's attitude towards color from curiosity to enthusiastic interest," it was stated by Robert W. Galvin, executive vice-president of Motorola, Inc. Mr. Galvin said that in his opinion much still remains to be done in bringing about a broad "public awareness of the excitement and beauty in color TV."

FRED A. NILES, president of the motion picture company bearing his name, announced production of a half-hour pilot film intended to reach the Negro market via TV distribution. The pilot film is backed by Sam Evans, a Chicago disc jockey, who has been heard over WGES since 1948. The Niles "Camtronic" electronic method of filming will be used to film the half-hour show. This is the method which combines the use of live TV cameras and 35mm Mitchell motion picture cameras. Mr. Niles said the pilot film will kick off a series of 26 half-hour shows. The series will follow a musical-variety format.

SEARS, ROEBUCK & CO. has a color television set on the market. The store's TV department features a 21-inch picture tube and bears the trade name Silvertone.

Who's Where

Last week these changes:

RIDGWAY C. HUGHES has rejoined the ABC-TV network as assistant manager of sales development. He was formerly promotion manager for *Look* Magazine and sales promotion manager for NBC-TV.

EDWIN J. BAUMGARTEN, president of Telepictures, Inc., has announced the appointment of MARTIN LOWE as vice-president and director of domestic television sales. Mr. Lowe has been with Telepictures since June, 1955, as Chicago central division manager.

E. EDWIN PAISLEY, JR., has been named to the TV sales staff of WRCV and WRCV-TV, it is announced by LLOYD E. YODER, NBC vice-president and general manager. Mr. Paisley, formerly served in the traffic, programming and sales departments of WFIL, Philadelphia, as well as sales manager of station WHUM in Philadelphia.

RAY H. SMOLIN will join Associated Artists Productions in connection with its distribution of the Warner Bros. library of feature films and shorts, it is announced by BOB RICH, general sales manager for AAP. Mr. Smolin will head the advertising, promotion and publicity operation. CAROL LEVINE continues as director of publicity and film research for the major television film distributing company.

IDELLA GRINDLAY has been named office manager of NBC's new Political Broadcast Unit, it is announced by JOSEPH A. McDONALD, director of the unit. She was formerly director of program operations for the Quality Radio Group.

SEYMOUR H. (SY) MALAMED, who recently joined Screen Gems, Inc., has been named director of fiscal affairs of this television subsidiary of Columbia Pictures. He will report to BURT HANFT, director of business affairs. Mr. Malamed was formerly controller and later treasurer of Television Programs of America, Inc., which he helped to organize.

MALCOLM R. JOHNSON, CBS news editor of the Washington Bureau has been named assistant director of news for TV, it is announced by JOHN F. DAY, director of CBS News.

LESTER GOTTLIEB has been named a general executive for the CBS-TV program department and BERTRAM BERMAN has been appointed director of daytime programs, it is announced by HUBBELL ROBINSON, JR., executive vice-president in charge of network programs.

The Show-Makers

*"Bloomer Girl," Broadway hit musical, will premiere on TV in color on Producer's Showcase, Monday, May 28 over NBC-TV. **Barbara Cook, Keith Andes, Carmen Mathews** and **Paul Ford** will star. **Alex Segal** will be guest producer-director. **Andrew McCullough** is production executive. Musical supervisor and conductor is **George Bassman.***

◆

***Barry Sullivan** and **Anna Maria Alberghetti** have been signed for the starring roles in the **Arthur Schwartz-Howard Dietz** musical version of "A Bell for Adano" on CBS-TV's Ford Star Jubilee, Saturday, June 2, in color. **Arthur Schwartz** will produce and **Paul Nickell** will direct.*

◆

Gracie Fields** and **Jackie Cooper** will star in the leading roles of **James Barrie's** "The Old Lady Shows Her Medals" on the United States Steel Hour Wednesday, May 23, on CBS-TV. **Robert Anderson** adapted the story. The hour is produced by the Theatre Guild under the supervision of **Theresa Helburn, Lawrence Langner** and **Armina Marshall.

◆

***Charles Coburn** has the starring role in "Sam," the Twilight Theatre offering Monday, May 21, on ABC-TV.*

◆

***Gisele MacKenzie** stars in "The Hat With the Roses" on General Electric Theatre Sunday, May 20 on CBS-TV. **Ronald Reagan** is on-air supervisor.*

◆

***Faye Emerson** will be the moderator of a new panel-audience participation series, Women Want to Know, bowing in on WABC-TV, Channel 7, Tuesday, May 15. **George Spota** produces.*

◆

***S. Hurok,** well known impresario, has signed a new one-year contract with NBC as a TV consultant and producer, it is announced by **Thomas A. McAvity,** vice-president.*

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

"I'm Bert—This Is Harry" and UPA's Bosustow Looks Ahead



TV Today Photo

THE rather young, personable and energetic man pictured above on last week's New York visit, and surrounded by some of the tools of his trade, is Stephen Bosustow, the chap who, by way of the Walt Disney organization initially, has in recent years parlayed a cartoonist's skill, a brilliant imagination and business acumen into the full-blown success known today as UPA Pictures, Inc., with offices in Hollywood, New York, and as of now, in London too. UPA, Ltd., will handle sales and distribution of TV production activities in England and on the Continent, and ultimately will establish a British cartoon studio to make TV, documentary and educational film shorts. He's just returned from setting up the London facilities.

Further expansion of existing Hollywood facilities involves a new $2,500,000, 13-story studio building in the San Fernando Valley next year, and plans which Mr. Bosustow sees within five years resulting in an employment roster of 500 (now 200), 18 shorts and one feature cartoon annually for theatrical release, in addition to expanded television commercial and program work. The famed "Mr. Magoo" shorts are in work for Columbia Pictures, and a CBS-financed series of 26 half-hours, "Boing-Boing," will be on CBS-TV next Fall. And then, of course, there are Bert and Harry Piel, those inimitables, with the freshest, smartest and most effective commercial approach in television. That's the *piece de resistance* from Steve Bosustow's UPA, and will do right handily until a better recommendation comes along.—*C.S.A.*

***Tad Danielewski,** NBC-TV program development manager, has been named to produce Coke Time, starring **Eddie Fisher,** through the remainder of the season, to June 8. Coke Time is Wednesdays and Fridays, 7:30 P.M.*

◆

***Toni Gilman,** Chicago TV star and original Down You Go panelist, starts commuting to New York May 15 to serve as panelist on the new ABC-TV program, Women Want to Know.*

◆

*Five top CBS-TV staff directors will alternate in directing Climax! while **John Frankenheimer** and **Allen Reisner** are fulfilling motion picture commitments, it is announced by CBS-TV executive producer **Jack Rayel.** Alternating directors are **Ralph Nelson, Fletcher Markle, Seymour Berns, Buzz Kulik,** and **Russell Stoneham.** They will work under **Edgar Peterson,** producer of Climax!*

◆

***Louis Ames** has been named feature editor of NBC-TV's Home, it is announced by program producer **Tad Rogers.** Mr. Ames for the past two years has been an associate producer on NBC-TV's Today program. He succeeds **A. C. Spectorsky.** Mr. Ames will be succeeded on Today by **Jack Otter,** formerly commercial coordinator on Home.*



SPOTLIGHT

(*Continued*)

though the company recently sold its new "West Point" series to General Foods for CBS-TV network placing. That, however, is the exception.

Exclusive

► Whether or not it turns out to rival the importance of the Lincoln-Douglas debates, ABC-TV's exclusive Adlai Stevenson-Estes Kefauver debate over radio and television facilities May 21 is sure to be top news of the following day and lively network promotion for some time to come. The debate will originate in Miami, 10 to 11 P.M., EDT. The invitation was extended by Robert E. Kintner, ABC president.

In Ottawa

► The Canadian Association of Radio and Television Broadcasters, with headquarters in Ottawa, has announced that it will ask the Royal Commission on Broadcasting, appointed by the Canadian Government to give the entire industry in Canada the once-over, to vest regulatory powers over radio and television in an independent commission and to allow no more than one TV outlet in any reception area. The association represents 165 independent Canadian outlets.

Moving

► Additional facilities for TV film processing come to New York with the removal of Cinepix Laboratories, Inc., from Hoboken, N. J., to its own building at 243 West 55th Street in New York. Morris Klienerman, president, points to increased capacity for handling 35mm., 16mm. and 16mm. color, and announces that Crofield, Inc., of which Francis D. Smith is president, has been named world sales agent for the Cinepix Laboratories.

"Big Brother" in Guam

► Like George Orwell's "Big Brother," television will soon be nothing less than omnipresent. The latest of the world's outposts to get the service will be Guam, where 25,000 people currently live in relative peace and harmony with nothing more than a radio station. KUAM-TV, in Guam's capital city of Agana, begins operations July 15. It's a VHF station and an affiliate of NBC.

Big Daytime Sales

► "An upprecedented upsurge" in NBC daytime television sales, amounting to more than $5,000,000 in gross billings, was described last week by George H. Frey, vice-president in charge of sales for NBC-TV. The daytime purchases include the complete sellout of the network's telecasts of the eight intercollegiate national NCAA football contests, to Sunbeam, Bristol-Myers, U. S. Rubber and a still-to-be-named "midwest appliance manufacturer"; the Brillo Company's contract calling for two participations a week over a 30-week period on Matinee Theatre, and the Brown Williamson Tobacco Company's sponsorship on alternate Fridays of the new weekday, half-hour audience participation show, starting June 18.

Study

► When Karl Hoffenberg, producer of the NBC-TV Martha Raye Show, talked to a students' advertising club at New York University the other day, he made the point that constant study to build a "storehouse of knowledge" from which to extract ideas is the best recipe for training in his field. This, of course, he indicated, to be on top of a sound, basic knowledge of television techniques.

Package

► From Atlantic Television comes announcement, via David A. Bader, vice-president, of what he calls a "champion package" of some 10 films, produced between 1948 and 1954, and inclusive of such as "The Champion," "Home of the Brave," "Too Late for Tears" and "Johnny Holiday."

Preparations

► Some 25,000 Philco dealers will be gathering in hotels and auditoriums in 100 cities throughout the country tomorrow night for a special closed circuit telecast introducing Philco's new line of home laundry equipment. The telecast, over the ABC-TV facilities and originating in New York, will be in way of a prep session for the dealers: Philco will be alerting a large section of the viewing public to the wonders of its washers in the course of its sponsorship of ABC-TV's radio-TV coverage of the 1956 political conventions and election night.

First Down

► There is a large segment of the viewing audience in this country which is sports-minded, regardless of sport. Now comes CBS-TV and a deal with eight teams in the National Football League for the telecast of games next Fall. The deal was announced by William C. MacPhail, CBS director of sports. Contracts for telecasting games of the other teams in the league are on the fire.

New ABC-TV Affiliate

► Station WTRI, Channel 35, serving the Albany-Troy-Schenectady area, will become affiliated with the American Broadcasting Company effective July 1. The station is owned by the Van Curler Broadcasting Corporation and services approximately 140,000 UHF homes.

TELEVISION IN BRITAIN

LONDON: Sidney Bernstein, chairman of Granada Theatres, in his annual report to stockholders, referred to the television side of the company's business. Granada's subsidiary, Granada TV Network, which now operates as the weekday contractor to the Northern Station. It will broadcast from two transmitters serving a population of some 13 millions; one went on the air this month and the other in the autumn of this year.

The Granada chief cites unnamed makers of cosmetics, confectionery and soap powders, all of whom have found sales advances by benefit of TV advertising, and goes on to say:

"If, when Independent Television covers some 70 per cent of the population of Great Britain—as it will by the end of this year—it is allocated only 10 per cent of the national advertising budget, its success is assured. I have no doubt that the value of the medium to British industry will justify an even greater allocation than this."

Mr. Bernstein adds that it will be his object from the start to blend the claims of entertainment and social responsibility into his TV programmes "which will attract the interest and respect of the British public." It will take time, he says, for advertisers to learn how best to sell their goods through the powerful medium of TV. "I have myself no doubt that commercial television has a great future," Mr. Bernstein concluded.

COLOR TELEVISION sets made by eight leading U.K. manufacturers were used in a live demonstration organised in London by the British Radio Equipment Manufacturers Association for the 100 visiting members forming the Study Group of the International Radio Consultative Committee (C.C.I.R.). The receivers were hand-made models built by technicians to show progress in colour television research in Britain. Although British-made, most of the tubes were American. The sets were demonstrated by E. K. Cole, Cossor, Electric and Musical Industries, G.E.C., Marconi, Mullard, Murphy and Pye.

The members of the C.C.I.R. are in Britain in the course of a four-nation tour to examine present systems of colour television, and eventually to make recommendations on what system should be adopted as standard in Europe.

There is little likelihood of regular colour TV transmissions in Britain for several years.

UNILEVER, Lyons and the Beecham Group head a list of the top ten spenders on commercial TV during the first six months of the service. Highest amount spent by a single advertiser was £440,000 by Unilever. Other big spenders were: Lyons, £176,500; Beecham Group, £139,000; Shell-Mex, £76 500; Cadbury Bros., £67,500 Thomas Hedley, £62,000; Dail Mail, £58,500; Gillette Industrie £56,500; Nestle Company, £50,75(Guinness, £46,500. These figur have been compiled by Televisio Audience Measurement.

In the same period Associated Rediffusion, London weekday cor tractors, report that advertise spent over £2,000,000 pluggin 310 products over the AR networ

With this kind of advertisin expenditure and despite the i evitable initial growing pains an losses, commercial TV here look to the future with confidence.

"WE believe that commercial T will be paying its way in 1 months," is the forecast of Howar Thomas, managing director ABC Television who run the Mic lands weekend programmes. H was addressing the Mancheste Publicity Association. Subject "Commercial TV as an advertisin medium."

"Big advertisers initially allo cated additional sums of money fo commercial TV. Now it must com out of their ordinary allocatior Commercial TV would settle dow among other media and find it proper place. We know we are go ing to lose money at the begin ning; you cannot help it. We mus first get the audience, then w have the market for advertising The time will come when the audi ence will grow and advertisin rates increase. Then the day wil arrive when we shall get our mon ey back," said Mr. Thomas.

AR HAS SIGNED an exclusiv agreement to film major fight con tests on the Continent. M. Gilber Benaim, one of the leading Conti nental promoters has agreed t make available television rights o any contests promoted by him any where on the Continent.

ROLAND GILLETT, former pro gramme controller at AR, has joined the board of Jack Hylto Television Productions. He will be responsible for the production o all of the Hylton television pro grammes.

T. E. BROWNSDON has taken up his duty as regional controller fo I.T.A. in the Midlands.

THE B.B.C. and Musicians' Union are in tune again. A settlement has been reached on the musicians' recent pay demands.

Concessions by both sides have led to an agreement giving greater flexibility. It will mean, for instance, that musicians will now be allowed to work in programmes which are filmed in advance—something the B.B.C. has sought for many years. Previously star performers have had to refuse B.B.C. dates because of the ban on pre-recording with music.

Rogers Fund

(*Continued from page 1*)

ariety business meeting on Friday, hen each tent presented its "heart" port, appealed to the convention for ore moral and financial support— om the international organization, om each individual tent and from ch barker.

The Will ogers Memorial Hospital osts $325,000 nnually to operate, Montague said, adding that 96 per ent of all patients which enter the Saranac, N. Y., sanitarium emerge "strong and ealthy." Montague, in tracing the history of the hospital, and its foundation by the motion picture ndustry, cited the case of United Artists' manager in Singapore, Tony Chok, as an example of how the industry-supported hospital keeps its loor open for all.



Harold Klein

Plea by Hoover

"The hospital needs your support nd assistance in securing funds," Montague said. "In appeal to you as ndividuals and as members of Variety to help us continue," he stated. George Hoover, international chief barker, said that at present Variety International as an organization cannot support the Will Rogers Memorial Hospital, but each tent and each barker can do so individually.

R. J. (Bob) O'Donnell, chairman of the Will Rogers Memorial Hospital, joined Montague in the appeal for Variety International support.

Clarifies Membership Policy

Hoover also issued a clarification of the Variety International policy on honorary memberships. He said that there are only three such memberships in the entire organization — President Eisenhower's, ex-president Harry S. Truman's, and Prince Philip's, and that if any more are to be issued, it will be done so by the International only.

The tents have misconstrued the ruling about this, Hoover said. The chief barker pointed out that each tent hereafter can take in people as "associate members" but must pay per-capita dues when such a membership is presented.

Nathan Golden in Chair

The business meetings, morning and afternoon, on Friday were presided over by Nathan D. Golden, International Heart chairman. Fifteen tents presented their "Heart" reports menting their oral reports with 16mm. during the morning session, supplecolor and black and white films showing their individual charitable efforts. The remainder of the tents read their "Heart" reports in the afternoon session.

Highlight of the combined barker and ladies luncheon in the Grand Ballroom of the hotel was the screening of New York Tent No. 35's "Heart" report, 20th Century-Fox's CinemaScope and color production of "The Dark Wave," a motion picture dealing with the Variety Clubs' Foundation to Combat Epilepsy. The film, highly moving and absorbing, is narrated by Charles Bickford and tells the story of just what epilepsy is and how a person afflicted with the disease is, and should be, cared for and the patient's relationship with family and friends.

Harold J. Klein, Tent No. 35 chief barker, said that the film cost $55,000 to produce and that it will be distributed by 20th-Fox to theatres. German actress Cornell Borchers stars in the picture.

Hoover also reported, earlier, that he was extremely gratified to report that the year, 1955, was the second lowest year in expenses incurred by Variety International.

REVIEW:

23 Paces to Baker Street

20th Century-Fox—CinemaScope

A MELODRAMA similar in some respects to "Rear Window" in which a hospitalized patient successfully solves a murder, "23 Paces to Baker Street" has strong situations effectively presented.

The story framework—that of a blind playwright who attempts to halt a crime and subsequently solves a murder—is fortified by the competent performances of Van Johnson, Vera Miles and Cecil Parker. The film creates an interest from the opening and mounts until the closing scene when the murder is solved and romance is complete.

Producer Henry Ephron and director Henry Hathaway have surrounded the major stars with capable supporting players who include Patricia Laffan, Maurice Denham, Estelle Winwood and Liam Redmond. The Nigel Balchin screenplay, based on a novel by Philip MacDonald, is exciting and evenly paced.

Van Johnson is tops in the dramatic role of the blind playwright who uses his senses of smell, hearing and touch effectively to offset his lack of sight. When he overhears a conversation plotting a crime, his curiosity is stirred. From the pieces of the conversation and by a process of deduction, he theorizes that it involves the kidnapping of a child (of wealthy parents) and that ransom money is the object of the criminals. By adventurous means, he attempts to visualize the crime. Naturally, the police are reluctant to cooperate but are won over to Johnson's side of the argument after a murder is committed and an attempt is made to kill Johnson. The girl involved in the plot is murdered before Johnson's plan or theory appears to take shape. Subsequently, Johnson meets the mastermind and murderer face to face on common ground—complete darkness. He succeeds in the final battle that brings the climax to the story.

Miss Miles, cast as a one-time fiance of Johnson, assists in the plot to bring the criminal to justice. At the outset, her love for Johnson is refused but he later accepts it when he realizes that she is as much a part of his life as his amateur detective work and playwriting. As the very convincing butler and part-time sleuth, Parker is a modern-day characterization of Sherlock Holmes and Dr. Watson put together.

London's Thames River, the city itself and the quaint pub houses, filmed in color by DeLuxe and through CinemaScope, combine to give the 20th Century-Fox presentation additional visual appeal that boosts the film's box-office value. Photography director Milton Krasner captured the London atmosphere that blends with the music by Leigh Harline and played by Lionel Newman.

Exhibitor-wise, "23 Paces to Baker Street" emerges as one of the finer melodramas of the year and treats the handicap of the blind in a most dramatic and educational way.

Running time, 103 minutes. General classification. For immediate release.

JACK EDEN

26 for Para.

(*Continued from page 1*)

fore the cameras either in Hollywood or on location. In this group are "Funny Face," "The Loves of Omar Khayyam," Hal Wallis' "Gunfight at the OK Corral," "The Maverick," Wallis' "Hollywood or Bust" and "The Lonely Man."

"The Jim Piersall Story," "The Buster Keaton Story," "Flamenca" and Wallis' "The Rainmaker" are being readied for June camera dates, while the remainder of the 1956 contemplated production schedule includes "Beau James," "The Sons of Katie Elder," "Papa's Delicate Condition," Hitchcock's "From Amongst the Dead," "The Joker Is Wild," "Joey," "Teacher's Pet" and "The Red Nichols Story."

V.C. Convention Sidelights

Mrs. Daniel G. Satin of Miami Beach, Fla., prettily bedecked in a white flower pot-style hat, was awarded the Vespa motor scooter at the Variety Clubs International luncheon on Friday. Doubletalk artist Al Kelly picked her number. The motor scooter was a prize offer by Tent No. 35.

•

Barkers, and their ladies, from many tents were highly interested in the selection of the 1957 Variety Clubs International convention city. Many were wishing that Las Vegas would get the meeting, for they remember the good times they had there a number of years ago.

•

R. J. (Bob) O'Donnell, international ring master, said he is one of a group of Texans which is still interested in investing in a major league baseball team.

•

Marc J. Wolf, international main guy, was part of Dunninger's entertaining mental act at Friday's luncheon, as was Ed Emanuel, international convention director, and guest of honor Dr. Ralph E. Bunche, undersecretary of the United Nations.

•

Irving Mack of Chicago Tent No. 26 was hopping around the convention headquarters meeting old friends and renewing acquaintances.

Humanitarian Award

(*Continued from page 1*)

urday evening. Delegates and their wives, 1,500 strong, and representing Variety tents throughout the free world, witnessed the presentation of the award by Sir Tom O'Brien of London, who represented last year's winner, Sir Winston Churchill, to Joseph McDaniel, secretary of the Ford Foundation.

Ford, unaware that the honor was voted to him, was on the West Coast on prior commitments.

Previous winners of the Humanitarian Award include Sir Winston Churchill, Dr. Karl F. Meyer, Dr. Selman A. Waksman, Helen Keller, Herbert Hoover, George C. Marshall, Bernard Baruch, Sir Alexander Fleming, George Washington Carver and Father Flanagan.

The International Award Committee consists of Eby, James G. Balmer, Edward Emanuel and Jake Flax.

Ford, in addition to his company responsibilities, has been active in civic and public affairs. He has been instrumental in the establishment in 1949 of Detroit's United Foundation, the forerunner of unified fund-raising agencies for health and community service activities throughout the country. He served as chairman of the board of trustees of the Ford Foundation from his appointment in 1943 to his resignation early this month.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 94 NEW YORK, U. S. A., TUESDAY, MAY 15, 1956 TEN CENTS

egal Aspects

ustice Dept. huns Opinion On W.B. Deal

idicates D-J Believes abian Must 'Divorce'

From THE DAILY Bureau

WASHINGTON, May 14. — The icence of the Justice Department to mment on the Warner Brothers Pic- es deal was interpreted here as in- ative of the very great reservations the part of Justice in regard to the e of Si Fabian, president of Stanley arner, who participated with the rge Semenenko group in purchasing working stock control from the others Warner.

It is the belief here that if Fabian nts to associate himself with the ture company, he is going to have

(*Continued on page* 6)

echnical Changes n Admission Tax efore House Group

From THE DAILY Bureau

WASHINGTON, May 14. — The use Ways and Means Committee lay took up subcommittee recom- ndations dealing with technical anges in the Federal admissions , but no attempt was made to dis- s changes in the basic tax rate. Committee members said the com-

(*Continued on page* 11)

C Conventions; N.O. '57, London in '58

e International Variety Clubs' an- al conventions in 1957 and 1958 ll be held in New Orleans, and ndon, England, respectively, it s decided at the final business ses- n of the 20th annual meeting of e show business organization at the aldorf Astoria Hotel here.

The selection of the conventions, a two-year basis, was made fol- wing a resolution adopted which al- wed host tents to have more time prepare for the international eeting.

Now a Subsidiary of RKO Industries

RKO Theatres Board Elects Officers Appoints 3 Directors, Changes Name

The change of name to RKO Industries Corp., the appointment of three new directors and the election of officers was announced here yesterday by the board of directors of RKO Theatres Corp., now a subsidiary company of RKO Industries.

The action was taken at the board's first meeting since stockholders' approval of the acquisition of the assets of Cleveland Arcade Co., including its controlling stock of Gera Corp., one of the largest commission textile finishers in the U.S.

RKO Industries officers elected were: Albert A. List, chairman of the board and president; William A. Broadfoot, vice-chairman of the board, and Sol. A. Schwartz, executive-president. Schwartz will continue as the president and chief executive of RKO Theatres, Inc.

Other officers of RKO Industries Corp. are: Dudley G. Layman, financial vice-president; William F. Whit-

(*Continued on page* 11)

Self-Regulation Unit Holds Session Here

The second meeting of the self-regulation committee of the Motion Picture Association of America was held here late yesterday, following the meeting of the MPAA board of directors.

The committee, set up to study all phases of the industry's self regulation, is composed of Barney Balaban, president of Paramount; A. Schneider, vice-president of Columbia; Daniel T. O'Shea, president of RKO Radio Pictures; Eric Johnston, president of Motion Picture Association of America, and Kenneth Clark, MPAA vice-president. Also attending as assistants were Robert Rubin, Paramount vice-president, and Raymond Bell, head of

(*Continued on page* 11)

5 Films from Bank To Empire-Universal

Empire-Universal Films, Ltd., has acquired the French-version distribution rights for the Dominion of Canada for five motion pictures controlled by the Bank of America. Titles are: "Let's Live a Little," "Caught,"

(*Continued on page* 11)

Cinema Lodge Golf Tournament June 14

The fifth annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith will be held at the Vernon Hills Country Club at Tuckahoe, N. Y., scene of the previous four annual tournaments on Thursday, June 14, it was announced yesterday by Robert K. Shapiro, president of the lodge.

Noting that the film industry golf

(*Continued on page* 11)

Before Senate Appropriations Group

Ask Restoration of Funds For 'Floating Cinerama'

From THE DAILY Bureau

WASHINGTON, May 14.—The Administration's "floating Cinerama" project ran into critical questioning today before a Senate appropriations subcommittee.

U. S. Information Agency director Theodore C. Streibert asked the subcommittee to restore the $25,000,000 which the House cut from the agency's budget request for the coming year, including the $3,790,000 sought to show Cinerama in foreign ports on a de-mothballed aircraft carrier. USIA had asked $135,000,000 for the coming year, compared with $87,000,000 for the current year. The House voted only $110,000,000 and specifically vetoed the funds for the floating Cinerama project.

Subcommittee chairman Johnson

(*Continued on page* 11)

At Session Here

Presidents in Meet to Study U.S. Boxoffice

Discuss Means to Aid The Domestic Market

Ways and means to bolster the domestic box-office were discussed here yesterday at a meeting of company presidents, held at Motion Picture Association of America headquarters.

The meeting, which extended over two hours, was said to have been solely devoted to the status of motion picture business conditions in the U. S. and what could be done to improve the situation at the box-office.

Various "improve-business" projects were reported to have been discussed, but more detailed information on the proposed projects was withheld, with the explanation that the projects are too much in the formative stage for public disclosure. Playing a prominent part in the discussion was the competitive factor of home TV, it was stated.

Efforts to obtain more detailed in-

(*Continued on page* 11)

Scenic Designers Charge Networks With Monopoly

From THE DAILY Bureau

WASHINGTON, May 14.—Three scenic designers complained to the Senate Commerce Committee today that the television networks are monopolizing the production of TV shows.

The committee has hearings today and tomorrow to wind up various

(*Continued on page* 6)

Barry, Walker Slated For Loew V-P Posts

Charles (Bud) Barry, in charge of M-G-M's television operations, and Frank Walker, executive of M-G-M Records, are slated to be elected vice-presidents of Loew's, Inc., at tomorrow's meeting of the board of directors, it was reported here yesterday.

PERSONAL MENTION

W. C. GEHRING, 20th Century-Fox vice-president, will leave New York today for Minneapolis.

•

AMERICO ABOAF, foreign general manager of Universal International; BEN COHN, assistant general manager; FELIX SOMMER, general manager, and FORTUNAT BARONAT, foreign publicity director, have returned to New York from the Coast.

•

BARNEY PITKIN, RKO Radio resident manager in New Haven, became a grandfather for the third time when his daughter-in-law, MRS. MALCOLM PITKIN, gave birth to a girl, to be named MARCIA.

•

BGUM ZOHRA ARSHAD, who appears in M-G-M's "Bhowani Junction," has arrived in New York from Lahore, Pakistan.

•

HARRY F. SHAW, division manager of Loew's Poli-New England Theatres, has left Hartford with MRS. SHAW for a cruise to the West Indies.

•

AL SHUMAN, formerly general manager of the Hartford Theatre Circuit and now resident of Daytona Beach, Fla., has left there with MRS. SHUMAN for a vacation in Europe.

•

GEORGE MURPHY, M-G-M studio public relations head, arrived in New York at the weekend from Cannes, France, and left here yesterday for Washington.

•

COUNT LEONARDO BONZI, Italian explorer and film producer, will arrive in New York today from Tokyo.

•

WILLIAM F. MURPHY, of the Allyn Theatre, Hartford, is the father of a son born last week to MRS. MURPHY.

•

RITA HAYWORTH will arrive in New York today from Europe aboard the "Queen Elizabeth."

•

HY REITER, advertising manager of Broadcast Music, Inc., has returned to New York from Chicago.

•

ROBERT JUPPE, of B.O.A.C. publicity, has returned to New York from London.

•

ROBERT ST. AUBREY, producer, has left New York by plane for Denmark.

•

PAUL DOUGLAS left here yesterday for London via B.O.A.C.

•

PATRICIA COLLINGE will leave New York today aboard the "Vulcania" for Palermo, Sicily.

Rocky Mt. Allied Calls Off Annual Convention

Special to THE DAILY

DENVER, May 14.—Allied Rocky Mountain Independent Theatres has called a directors' meeting for June 5 at the Denver headquarters. This is to take the place of the usual annual convention.

Ward Bond, Wayne On Four-City Tour

Ward Bond, who has one of the starring roles with John Wayne in "The Searchers," C. V. Whitney picture for Warner Bros., will accompany Wayne on a four-city tour in connection with the premiere of the Technicolor-VistaVision production.

Wayne and Bond are now in Chicago, their first stop, where the film will have its "gala" world premiere tomorrow. He will attend a Cerebral Palsy benefit party and the Chicago White Sox-Washington Senators ball game tomorrow when he will be interviewed between innings. The world premiere activities of "The Searchers" will be broadcast from the lobby of the Chicago Theatre tomorrow evening between 8:00 and 8:30.

From Chicago, Wayne and Bond go to Buffalo, Detroit and Cleveland.

Use Auto as Gimmick For Conn. Drive-in

HARTFORD, May 14.—Bob Schwartz of the Lake Drive-In Theatre, Waterbury, Conn., is offering a Packard automobile as a special attendance lure.

Drivers of Packards are admitted free one evening per week (Tuesdays). All patrons receive an entry form in an essay contest, with the best entry to be awarded a Packard later in the season.

Schwartz has tied up with a local Packard dealer for cooperation on this stunt, which is similar in scope to the recently-announced Chevrolet giveaway at the Perakos Plainville (Conn.) Drive-In Theatre.

David Lipton Here For 'U' Conferences

David A. Lipton, Universal Pictures' vice-president, arrived in New York last night from Hollywood for a week of conferences with home office executives.

While in New York, he will discuss final promotional plans on "Away All Boats," the company's record budget VistaVision and Technicolor film production, and on "Toy Tiger," its Technicolor comedy, which is scheduled for several key city pre-release openings for Decoration Day.

To Pick Successor To Nemec in June

A four-member standing executive committee of the Society of Motion Picture and Television Engineers met last Friday to consider the appointing of a new executive secretary, but final action on the matter has been postponed until early next month.

The committee is seeking to name a successor to Boyce Nemec, who has tendered his resignation, effective June 15. At Friday's session were Barton Kreuzer, executive vice-president; Herbert Barnett, past president; Wilton R. Holm, secretary, and Nemec.

At the SMPTE semi-annual convention earlier this month in New York the board undertook the matter of naming a successor, but action was postponed. The standing committee disclosed that an "outsider" will be named to the position, but declined comment on those being considered for the job.

Re-run Payments To Writers Guild

HOLLYWOOD, May 14.—Nearly $250,000 has been collected to date in re-run payments by the Writers Guild of America, West, for members in its Television Writers Branch.

David Dortory, president of the latter group, said he will report that figure at the guild's meeting on Thursday here.

Meanwhile, the terms of the Producers-Writers Guild Amended Minimum Basic Agreement of 1955 was approved by the Independent Motion Picture Producers Assn., the last of three producer groups to ratify the agreement.

Irving Rogosin, general counsel for the association, disclosed that the agreement had been reached. Terms of the agreement are retroactive to Nov. 7, 1955, with both independent groups, and to Jan. 6, 1955, with the majors.

Writers Guild West Votes Thursday On Merging Radio, TV Branches

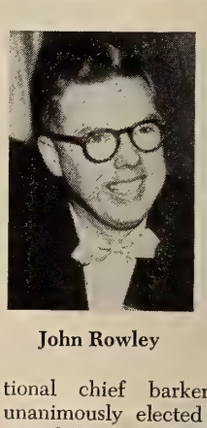
HOLLYWOOD, May 14.—Writers Guild West will vote Thursday night on a proposal to amalgamate the organization's television and radio branches. The executive boards of both the radio and television branches have signified they favor such amalgamation for the purpose of streamlining, and thus improving, Guild procedures.

'Raintree' Postponed

HOLLYWOOD, May 14.—Further shooting on "Raintree County" will be postponed two or three weeks, M-G-M executives said, pending Montgomery Clift's recovery from injuries suffered in an automobile accident.

Rowley Elected VC Head; Hoover Name Executive Director

John H. Rowley, 39-year-old vi president of Rowley United Theat of Texas, was elected chief Bar of Variety Clubs International, at final session the 20th ann convention the organi tion at the W dorf - Asto Hotel here.



John Rowley

Rowley, w will assume two-year te of office imm diately, s ceeds Geo Hoover of M ami, who h been inter tional chief barker. Hoover v unanimously elected executive dir tor of Variety Clubs International fill an office left vacant by the dea of Col. William McCraw.

George Eby Elected

The convention also elected Geo Eby, financial officer of John Har Enterprises, as first assistant int national chief barker; Edward Ema ual of Philadelphia, second assist international chief barker; Rotus H very of San Francisco, prope master, and J. B. Dumestre, Jr., Atlanta was unanimously reelected the post of Dough Guy.

Still to be named by Rowley executive posts are the internatio press guy, Heart Fund chairman, ternational fixers, international rep sentatives and the foreign committ

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. . NEWS ROUNDUP

mutter Buys Another

es Perlmutter, of Albany, N. Y., added the Star-Lit Drive-in at rtown to his operations. He pur- d the lease of Joseph C. Agresta, ena exhibitor, who conducted the -in last season. After improve- s are completed, Perlmutter will n the Star-Lit on May 25. Fred neir had been the lessee-opera- or several years.

■

las Honors Miss Osborne

rlin Osborne, of Atlanta, past dent of the national Women of Motion Picture Industry associa- (WOMPI) was honored at a re- luncheon of the Dallas Club, at White-Plaza Hotel. A president was presented to her by Dallas dent Lorena Cullimore in recog- n of the leadership she has given organization.

■

rien in Tribute to Nuns

t O'Brien was in St. Louis Sun- in honor of the centennial cele- on of the Sisters of Mercy in St. s. The Hollywood star spoke at nquet in the Chase Hotel, which rated the 100th anniversary of arrival of the Sisters of Mercy Ireland.

■

uck Renovating Theatre

y N. Houck and associates have ched a $100,000 improvement ram at the local first run Pano- a Theatre, which includes the in- lation of Todd-AO equipment, the ng of Gulistan carpeting through- the auditorium, lounge and lobby, installation of Heywood Wake- Airflo Rocking Chair Loges, re- oration and modernly equipped ges. The theatre will continue to rate while the work is in progress.

■

ufman for 'Angry Men'

oris Kaufman, Academy-award ning photographer, has been sent ens the United Artists motion pic- , "Twelve Angry Men," it has n disclosed by co-producers Henry da and Reginald Rose. Sidney net will direct the film adaptation Rose's original television hit.

■

ew Drive-in for Medford

The first twin drive-in in New En- nd is set to open its gates on July n Medford, Mass., on the Revere ach Parkway. Owners are Win- op Knox, Jr., Lloyd Clark and orge Hackett. All three men are ive as exhibitors of four-walled atres. The new drive-in will ac- mmodate 1,800 to 2,000 cars, half on each side. The exact policy has not as yet been determined.

■

Band at Chicago Drive-in

Band music has been revived at the Halsted Outdoor Theatre, Chicago. Every Sunday, toward evening, the marches of John Phillip Sousa and other great composers are heard as part of the regular program.

40 Television Markets Acquire RKO's Film Library from C & C Organization

The RKO Radio Pictures film library, which had been acquired by Matty Fox's C & C Television Corp., for release to television distribution in the U. S. and Canada, already has been sold in 40 of the 242 TV markets, according to a C & C TV official.

Fox, who is president of C & C TV Corp., had acquired the library of 750 features and 924 short subjects from RKO Radio for $15,200,000 of which $12,200,000 was immediately paid with the balance to be paid within three years.

The C & C TV official indicated that thus far, with the RKO film library already sold in 40 markets, the company has realized a "profit close to $4,000,000." Fox, in late January, announced that the entire RKO film library would be sold in one lump package in deals with U. S. and Canadian TV stations and networks, under which purchasers will own the rights to each film permanently.

Meanwhile, E. H. Ezzes, C & C TV vice-president and general sales manager, announced that Jerome M. Weisfeldt, veteran film salesman, has been added to the company's sales force. Weisfeldt previously was Western division manager for Hygo-Unity Films. He also was with 20th Century-Fox and United Artists.

PCC to Cite Goldwyn At Ground-Breaking

HOLLYWOOD, May 14. — Samuel Goldwyn, founder of the Permanent Charities Committee, will break ground tomorrow for the organization's new headquarters, for which Goldwyn donated $75,000, with Los Angeles Mayor Norris Poulson and more than a hundred other civic, community and industry leaders attending the ceremonies.

Following the ground - breaking, Goldwyn will be honor guest at a luncheon in the Beverly Hills Hotel, with Y. Frank Freeman, and others, speaking.

Organized charities which annually receive donations from PCC will be represented at the luncheon by their present officers.

Cameras Roll on 5; 36 in Production

HOLLYWOOD, May 14. — With camera work starting on five new pictures and three others reaching the completion stage, the number of pictures in production this week totalled 36.

Started were: "The She-Creature," Golden State Prod. (American International); "Cha, Cha, Cha," "The White Squaw" and "Fire Down Below," Warwick Prod., CinemaScope, Technicolor (Columbia); "Fort Laramie," Bel-Air Prod. (United Artists).

Completed were: "Gun for a Coward," Technicolor, "The Great Man" and "Battle Hymn," CinemaScope, Technicolor (Universal-International).

Carol Reed to Tour In 'Trapeze' Ballyhoo

A saturation schedule of newspaper interviews in 30 domestic and Canadian cities has been set for director Sir Carol Reed in behalf of Hecht and Lancaster's CinemaScope production of "Trapeze," it was announced yesterday by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation.

Interviews are to be launched today in New York when he arrives from Britain aboard the "Queen Elizbeth." Other news conferences are planned for Sunday in Chicago, and May 22 in Los Angeles.

Sponsored by Variety Clubs

Sir Carol will attend the world premiere of the film on May 29 in Los Angeles. Variety Clubs are sponsoring the benefit performance of the film that was shot on location in Paris and stars Burt Lancaster, Tony Curtis and Gina Lollobrigida. James Hill produced the Hecht-Lancaster production, while Sir Carol directed.

Report Fair Results On Conn. Kid Prices

HARTFORD, May 14.—"Fair results" are reported by the Hartford Theatre Circuit in regard to the first year of a new children's price policy at the neighborhood Lyric Theatre.

Under the plan, children under 12, accompanied by parents, are admitted free after 6 p.m. nightly.

Metropolitan Hartford drive - in theatres have long been admitting children under 12 free on a nightly basis.

Blank Reports Today

A report on the Cannes Film Festival, and exhibition activities in Europe and Great Britain will be given today by Myron N. Blank, president of the Theatre Owners of America, who will hold a trade press conference here at TOA headquarters. Blank was due to return early today from London.

Geo. Murphy Says

Industry Mulls Santa Barbara Film Festival

Discussions on staging a film festival in the U. S. currently are taking place by the board of directors of the Motion Picture Association of America, according to George Murphy, studio public relations director for M-G-M, who yesterday disclosed that an incorporated organization in California, the Santa Barbara Film Festival, Inc., has sent a "man to Europe to scout operations of various film festivals with a view to staging one in the U. S."

Will Study All Festivals

Murphy, who recently returned here from Cannes, where he was the official U. S. representative at that film festival, said that this Santa Barbara organization's representative will attend all the film festivals in Europe this summer and study the organization and operations with an eye to staging one in this country, possibly next year.

The "Ambassador from Hollywood," a title Murphy has acquired in his travels promoting the motion picture industry and M-G-M, said that he conferred with MPEA president Eric Johnston yesterday and that he will meet with officials of the U. S. State Department today and tomorrow in Washington. Murphy also said that he will address the Motion Picture and Television Council of the District of Columbia today at the Sheraton Hotel there.

Commenting on the Cannes Film Festival, Murphy said that U. S. motion pictures were well received. He said that M-G-M's "I'll Cry Tomorrow" was among the U. S. product screened and "liked for its dramatic qualities," even though French audiences didn't quite understand the question of alcoholism, which played an important role in the film.

Cites Advantages

Murphy, in discussing the Santa Barbara Film Festival project, said that an American festival, in his opinion, would cost close to $1,000,000 and that it would be important to the industry from its trade fair and technical aspects. The M-G-M official said that from previous conferences and discussions, the company presidents have been toying with the idea of staging a film festival, but thus far, to his knowledge, nothing has been set.

Close Conn. Theatre

HARTFORD, May 14.—Joe and Eva Spivack have closed down the 900-seat, subsequent-run State Theatre, New Britain, Conn., citing lack of modern facilities, including air conditioning, inroads made by TV and general decline in revenue.

Now that Howard Hughes' The Conqueror has been launched and is heading for the greatest gross in RKO's history . . . the combined promotion forces of RKO are being focussed on Edmund Grainger's **"GREAT DAY IN THE MORNING"**

FIRST TARGET...The Big Denver -Salt Lake Area Premiere May 16-17, embracing more than 100 theatres in five states . . . backed by a tremendous National Campaign with coast-to-coast NBC-TV and Mutual network promotion.

WATCH IT GO!

RKO RADIO PICTURES

THE BUGLE BLAST THAT ECHOED THROUGH HISTORY!

From Robert Hardy Andrews' Civil War best-seller that thrilled all America!

EDMUND GRAINGER presents

GREAT DAY IN THE MORNING



ng
RGINIA MAYO · ROBERT STACK · RUTH ROMAN · co-starring ALEX NICOL

MOND BURR · LEO GORDON · REGIS TOOMEY · Directed by JACQUES TOURNEUR · Screenplay by LESSER SAMUELS · Produced by EDMUND GRAINGER

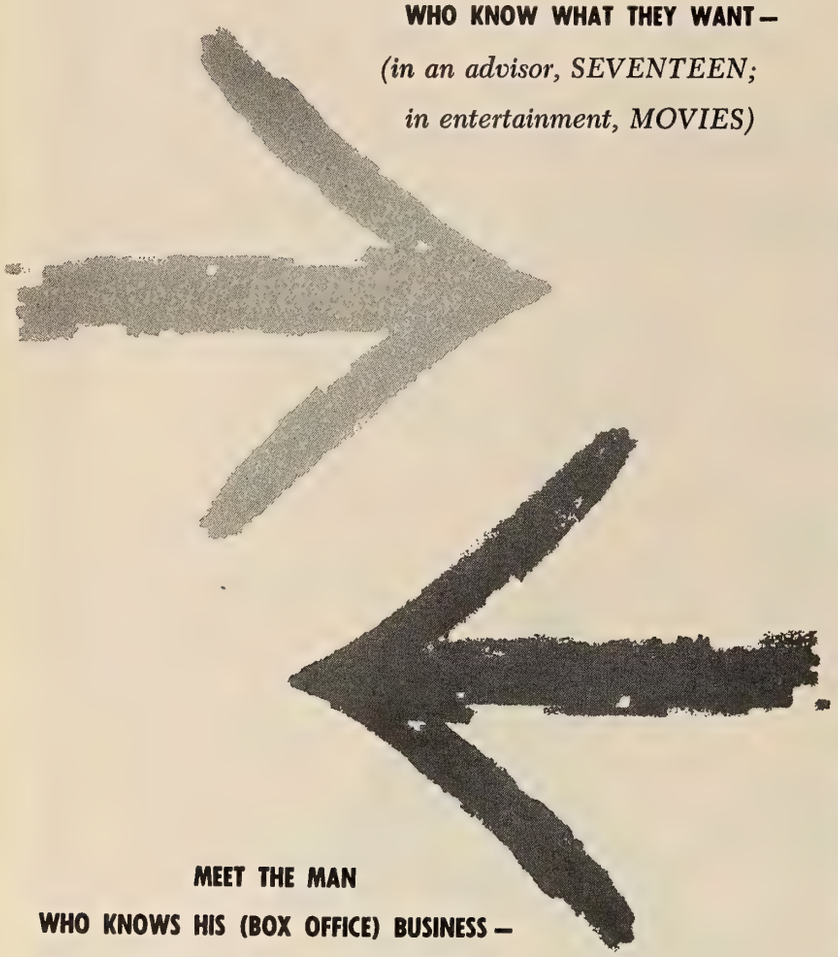
Distributed by
RKO RADIO PICTURES

WHEN THE GIRLS

WHO KNOW WHAT THEY WANT—

(in an advisor, SEVENTEEN;

in entertainment, MOVIES)



MEET THE MAN

WHO KNOWS HIS (BOX OFFICE) BUSINESS—

("Rear Window," "To Catch a Thief")



EVERY THIRD GIRL IN THE UNITED STATES WILL KNOW IT'S A MUST:

seventeen's Picture-of-the-Month for June

Paramount presents

JAMES STEWART — DORIS DAY

in

Alfred Hitchcock's

THE MAN WHO KNEW TOO MUCH

Directed by Alfred Hitchcock *Color by Technicolor*

VistaVision

Justice Dept.

(*Continued from page* 1)

to make a complete severing of his exhibition interests, the nature of which is considered fraught with legal complications in light of the new developments.

The controlling interest of Warner theatres, formerly owned by Warner Brothers before divorcement, was purchased by Fabian Enterprises, Inc., a family owned corporation of which Fabian is president. The profits of Fabian Enterprises is understood to go to Fabian, his sister and other members of the Fabian family. Even if Fabian is willing to divest himself of his stock interest in Stanley Warner and Fabian Enterprises, the question is raised whether the Justice Department would consider it a complete separation of exhibition and production-distribution interests, as required in the consent decrees.

High-Level Talks Held

Meanwhile, apparently there have been approaches to the Justice Department on the matter on the very highest levels. It is understood that top Justice officials consider the situation as very delicate and refuse any comment, indicating their feeling that any statement by them could have all sorts of effects on the Warner stock In addition, they point out that it is standard practice when someone seeks advice from Justice, the department agrees to let the company involved make any announcement.

The group, headed by Semenenko, senior vice-president of First National Bank of Boston, purchased approximately 800,000 shares of the Warner Brothers stock for an estimated $22,000,000.

Scenic Designers

(*Continued from page* 1)

loose ends from earlier aspects of its continuing television investigation.

Peter J. Rotondo, one of the designers, said the attempts of the networks to control TV production are just like the earlier attempts of the big legitimate theatre owners to control stage shows and of the big film production companies to dominate exhibition. He recommended that the networks be divorced from the production of television shows, except when the production is for sustaining program.

Ohio Group Leases Milwaukee House

MILWAUKEE, May 14. — Edward Shulman of Cleveland and Louis Sher of Columbus, O., have leased the old Hollywood Theatre here and have renamed it the Coronet Theatre.

New projection and sound equipment are being installed. The managers disclosed that it will open as a prestige house, showing offbeat American and foreign product. The Coronet will be the ninth prestige type theatre opened by Shulman and Sher in the past six years.

REVIEW:

Rosanna

Fine Arts Films

A LOVE triangle, here depicted by desperate men and a scintillat female, dominates this Fine Arts F release being distributed by Ja Film Distributors. It treats the mantic theme well, introducing ments of suspense and drama heighten the film's appeal.

Headlined is attractive Ross Podesta, as "Rosanna," who bri an interesting and vivid feminine to to the story and screenplay by En Fernandez and Neftali Beltran. V convincing in the role, she is excell in her portrayal of a native Mexi girl who changes lovers in m stream, only to find that a bi fight ensues for her affection. lovers are Crox Alvarado and mando Silvestre.

Produced by Salvador Elizo and directed by Emilio Fernan "Rosanna" tells of the momentary legiance between the two men a they rob a waterfront warehouse. the days that follow, the element jealousy seeps into the men's li over their affection for Miss Pode Silvestre wins a beach fight to cl the girl as his own, but his c panion steals a gun and subsequen kills Miss Podesta as she and Silves leave the village. Remorseful for deeds, Silvestre walks into the with the lifeless body of his swe heart, providing a dramatic end for the tragedy.

The dubbing is effective, althou the dialogue is very limited, the e phasis being given to action a situations without speech. Miss desta stirs up the dramatic mo quite successfully and is well cast the beauty in the love triangle. Running time, 72 minutes. Ad classification. For June release.

J.

Anna Magnani Gets Her 'Oscar' in Rome

ROME, May 14.—In a private ce mony at "Villa Taverna," the offic residence of the American Amb sador, her husband, publisher He R. Luce, presented to Italian actr Anna Magnani the "Oscar" statue awarded her by the Academy of M tion Picture Arts and Sciences as t outstanding actress of 1955.

Approved by State Dept.

Ambassador Clare Boothe Luce w unable to be present, having be ordered by her physicians to under a physical examination in the Unit States.

An "at home" was held at Vi Taverna for the first non-Americ actress to win the award. The pr entation ceremony was requested the Academy with the approval of t Department of State and of the U. Information Agency. Present at t ceremony were representatives of t Italian Government and of the Am ican and Italian motion picture dustry.

PEOPLE

Judge Joseph A. Adorno, son of **Sal orno, Sr.,** general manager of M & Theatres, Middletown, Conn., has en elected chairman of the Middle- chapter of the National Founda- n for Infantile Paralysis.

¤

Sam Schultz, manager of Allied tists' Cleveland branch, is celebrat- g his 20th year with the company. was given a surprise birthday rty by his staff.

¤

Frank Stanton, president of Colum- a Broadcasting System, has been med recipient of the American arketing Association's 1956 Parlin vard.

¤

Tom Simon of the Shea circuit has en transferred from Manchester, H., to succeed **Lee McFerren** as anager of Shea's State Theatre in eveland.

¤

Ruth Schondorff will join **William ne's** West Coast staff at "McCall's" agazine on June 1. Formerly with e **Margaret Ettinger** public relations fice in Hollywood, Miss Schondorff her new capacity will scout film, dio and television story material for e magazine.

¤

Robert J. Leder, general manager WOR here, has been elected to the ans board of General Teleradio and ppointed vice-president in charge of OR radio division.

¤

Frank Upton, Midwest division anager for Cinerama, and **William reen,** Midwest advertising-publicity anager, will handle the opening of inerama in Kansas City on Thurs- ay.

¤

Robert Kintner, president of Amer- an Broadcasting Co., will address ie Chicago Broadcast Advertising lub tomorrow.

¤

John W. Reavis, Jr., formerly with BC in New York, has joined the pro- otion department of San Francisco's RON-TV as merchandising and ad- ertising director.

¤

Bernard Menschell, president, Ber- al Theatres Inc., hosted several hun- red business, civic and educational aders at a sneak-preview of UA's Patterns" at the Parsons Theatre ere.

¤

Morris Lefko, RKO district manager in Cleveland who resigned to join Paramount as special representative for "The Ten Commandments," will be given a farewell testimonial dinner in Cleveland on June 18 at the Cleveland Hotel.

REVIEWS:

Invitation to the Dance

M-G-M

A BALLET trilogy in which Gene Kelly serves as choreographer as well as director, "Invitation to the Dance" is a treat for specialty house audiences. Produced in Europe by Arthur Freed and filmed in color by Technicolor, the production has an international cast composed of such ballet greats as Igor Youskevitch, Tamara Toumanova, Belita, Claire Sombert and Claude Bessy. Kelly is top-spotted in each of the three sequences. The plot action is done in pantomime, expertly and with the highest of artistic taste. For the art houses, and those with occasional art policies, this is tailor-made with sky-is-the-limit box-office potential.

Kelly's direction is smooth and his choreography reveals his deft use of the elementals—simple personalities mixed with simple thoughts. In each, Kelly stresses the emotions—melancholy as seen in "The Circus" when a clown's love for a ballerina is rejected; sincere love in "Ring Around the Rosy" in which Kelly shows, and quite interestingly, how a bracelet given by a husband to his wife on their anniversary is passed from one to another before it eventually is returned to the wife, and the youthful mood of sheer happiness in "Sinbad the Sailor" in which Kelly and his genie (David Kasday) fly from reality into the pages of mythical lore with thanks to the augmented cartoon insertions of Fred Quimby, Joseph Barbera and William Hanna.

The film has a wide appeal for all who enjoy imaginative pictures. Color by Technicolor gives this Kelly masterpiece visual splendor. The Royal Philharmonic Orchestra heavily accents the circus scene while pianist Andre Previn, who composed, conducts the music for the "Ring Around the Rosy" episode. Johnny Green conducted the orchestra for the final setting of "Sinbad the Sailor."

MGM's "Invitation to the Dance" gives specialty houses a new brand of entertainment.

Running time, 93 minutes. General classification. Release date not set.

JACK EDEN

Nightmare

Pine-Thomas-Shane—United Artists

DEFT HANDLING of a simple story on hypnosis and how it connected up with murder is the central theme of this Pine-Thomas-Shane production released through United Artists. Kevin McCarthy, Edward G. Robinson, Connie Russell and Billy May and his orchestra are featured in the film that contains more than the usual share of action and exciting melodrama.

Written for the screen and directed by Maxwell Shane, based on a novel by Cornell Woolrich, the film has strong box-office possibilities. Performances are competent, particularly that of McCarthy, cast as the subject of the "nightmare." In this picture, he is very convincing as the musician caught in a horrid dream that revolves about a theoretical murder. He awakes one morning in a fever to recall a "nightmare" and the killing of a man. And there is the evidence in his apartment.

Robinson shares top billing as the husband of McCarthy's sister and, as a homicide detective, he attempts to set McCarthy straight in his dream. Evidence points to McCarthy's guilt as the story unfolds but, as drama heightens, Robinson learns that McCarthy apparently was under hypnosis when he committed the alleged murder. Justice wins out in the final scene when the true murderer, said to be a hypnosis enthusiast, is captured and later killed.

The pace is diversified to enable the audience to accustom itself to the various moods. There is action which is not too harsh, and there is plenty of drama. Audiences who lean to melodrama should find "Nightmare" to their liking. William Thomas and Howard Pine produced while Shane directed. Billy May's orchestra provides the accompanyment and presents a favorable rendition of a weird melody that haunts the dreamer in his "Nightmare."

Running time, 89 minutes. General classification. Release date not set.

J. E.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

SEVERAL new items for theatre refreshment service have recently come to our attention—including a drink dispenser for counter display, a soft ice cream machine and a candy bar. The first is a "jet rocket model" electronically refrigerated unit for non-carbonated beverages. Made by the Jet Spray Corp., Boston, it is designed to provide a drink with the temperature automatically controlled by recooling and remixing 3 gallons of beverage every minute. It takes only one square foot of counter space with shelf overhang, and is 22 inches high.

•

The ice cream machine is the latest addition to its line of "soft serve" machines by the Sweden Freezer Mfg. Co., Seattle, Wash. It is the "Model 212 Softserver," a completely self-contained back bar companion to the company's "ShakeMaker," introduced last year. It has a 5-gallon mix tank. Production capacity is rated at 10 gallons of soft serve product an hour, or nine two-ounce servings a minute.

•

The new candy bar is a product of Candymasters, Inc., Minneapolis, designed to be sold in the summer as a frozen item. The bar, called "Star Lite," is milk chocolate coated and has a chocolate nougat center. For ease of handling a stick is inserted into the bar before it is put into the freezer. It comes packed 12 boxes to the case and 24 bars to the box.

•

Something new for drive-ins is the "Insectocutor Lantern" made by the Detjen Corp., Pleasant Valley, N. Y. It is a combination garden lantern and insect electrocutor to control night-flying insects. A hook is provided to hang the unit easily and a removable catch basket collects the dead insects. The portable device plugs into any standard volt a.c. outlet. The lantern is 17 inches high with a diameter of 9½ inches. Hoods are furnished in six colors.

•

Thomas J. Mulroy has been appointed sales manager of the new Vicra-Lite Screen Division of L. E. Carpenter and Co., Wharton, N. J. "Vicra-Lite" is an all-vinyl projection screen. Mr. Mulroy was formerly with Bausch & Lomb in Rochester, N. Y., where for the past five years he was product supervisor in charge of sales of anamorphic attachments and lenses.



You should see . . . . . .

THE EDDY DUCHIN STORY

because IT IS A PICTURE FOR ALL WHO SAY: CATCH ME A STAR. PAINT ME A SUNSET– BUT MOST OF ALL, TELL ME A STORY! A STORY THAT'LL HAVE ME LAUGHING. HURTING. SPELLBOUND – AND ATOP THE MOON! TELL ME A STORY I'LL NEVER FORGET... THE EDDY DUCHIN STORY!



TYRONE POWER
KIM NOVAK

THE EDDY DUCHIN STORY

CO-STARRING
REX THOMPSON · JAMES WHITMORE WITH SHEPPERD STRUDWICK
AND INTRODUCING
VICTORIA SHAW

SCREEN PLAY BY SAMUEL TAYLOR • STORY BY LEO KATCHER • PIANO RECORDINGS BY CARMEN CAVALLARO
PRODUCED BY JERRY WALD • DIRECTED BY GEORGE SIDNEY • ASSOCIATE PRODUCER JONIE TAPS • A COLUMBIA PICTURE

CINEMASCOPE
COLOR BY
TECHNICOLOR

....You should play Columbia's

THE EDDY DUCHIN STORY

because...

...THE UNPRECEDENTED ADVANCE PUBLICITY HAS BEEN GAINING MOMENTUM FOR MONTHS AND WILL CONTINUE TO BUILD FOR MONTHS...ALL ACROSS THE COUNTRY!

THE EDDY DUCHIN COMMEMORATIVE CONCERT at Town Hall in New York, in February, started the opinion-makers talking...writing...telecasting...drum-beating! Advertised to millions! Publicized to millions more!



100,000,000 TV AND RADIO VIEWER-LISTENER IMPRESSIONS in first few weeks alone, over every major network in the country. SEEN on the Perry Como Show, Stop the Music, Ted Mack's Matinee, Jack Paar Show, Tex and Jinx, Maggi McNellis' Top Ten Dance Party, Music Week Show, etc., etc. HEARD on the Bing Crosby Show, Jane Pickens Show, Week-day, Monitor, Mitch Miller Show, Luncheon at Sardi's, Bob Crosby Show, John Gambling Show, Ruby Mercer Show, Mary Margaret McBride, Bob Haymes Show, Martha Wright Show, etc., etc.!



MAGAZINES AND NEWSPAPERS COAST-TO-COAST have been – and will be – plugging it! Watch Life, Saturday Evening Post, Seventeen, Parade, Coronet, American Magazine, This Week, Esquire, Woman's Day, American Weekly, Mademoiselle, UP, King Features, every fan publication!



MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

(Apr. Releases)

THE COME ON
Ann Baxter
Sterling Hayden
SC
82 min.
(Rev. 2/16/56)
(Rel. 4/1/56)

CRASHING LAS VEGAS
Leo Gorcey
Huntz Hall
63 min.
(Rel. 4/8/56)

THE WICKED WIFE
Nigel Patrick
Beatrice Campbell
Moira Lister
75 min.
(Rel. 3/18/56)

(May Releases)

SCREAMING EAGLES
Jan Merlin
Tom Tryon
81 min.
(Rel. 4/22/56)

MOTHER-SIR
Joan Bennett
Gary Merrill
80 min.

THUNDERSTORM
Linda Christian
Charles Korvin
81 min.
(Rev. 3/26/56)

CRIME IN THE STREETS
James Whitmore
Sal Mineo
John Cassavetes
88 min.
(Rev. 4/10/56)

COLUMBIA

(Apr. Releases)

THE HARDER THEY FALL
Humphrey Bogart
Jan Sterling
109 min.
(Rev. 3/23/56)

COCKLESHELL HEROES
Jose Ferrer
Trevor Howard
CS
97 min.
(Rev. 2/10/56)

BLACKJACK KETCHUM, DESPERADO
Howard Duff
Maggie Mahoney
76 min.
(Rev. 4/2/56)

ROCK AROUND THE CLOCK
Johnny Johnston
Lisa Gaye
77 min.
(Rev. 3/16/56)

(May Releases)

JUBAL
(Color)
Glenn Ford
Ernest Borgnine
Rod Steiger
CS
101 min.
(Rev. 4/4/56)

AUTUMN LEAVES
Joan Crawford
Cliff Robertson
Vera Miles
108 min.
(Rev. 4/19/56)

(June Release)

SAFARI
(Color)
Victor Mature
Janet Leigh
CS
90 min.
(Rev. 4/19/56)

M-G-M

(Apr. Releases)

TRIBUTE TO A BAD MAN
(Color)
James Cagney
Irene Papas
CS
95 min.
(Rel. 4/13/56)
(Rev. 3/19/56)

THE SWAN
(Color)
Grace Kelly
Alec Guinness
Louis Jourdan
CS
112 min.
(Rev. 4/11/56)

(May Releases)

GABY
(Color)
Leslie Caron
John Kerr
CS
97 min.
(Rel. 4/27/56)
(Rev. 3/26/56)

THE RACK
Paul Newman
Walter Pidgeon
Anne Francis
101 min.
(Rev. 4/16/56)

(June Release)

THE CATERED AFFAIR
Ernest Borgnine
Bette Davis
Debbie Reynolds
93 min.
(Rev. 4/25/56)

PARA.

(Apr. Releases)

ANYTHING GOES
(Color)
Bing Crosby
Donald O'Connor
Mitzi Gaynor
VV
106 min.
(Rev. 1/23/56)

THE SCARLET HOUR
Carol Ohmart
Tom Tryon
VV
95 min.
(Rev. 4/12/56)

(May Releases)

THE BIRDS AND THE BEES
(Color)
George Gobel
Mitzi Gaynor
VV
94 min.
(Rev. 3/27/56)

THE MAN WHO KNEW TOO MUCH
(Color)
James Stewart
Doris Day
VV
120 min.
(Rev. 5/1/56)

(Re-Releases)

WHISPERING SMITH
(Color)
Alan Ladd
Robert Preston
89 min.
(Rev. 12/10/48)

STREETS OF LAREDO
William Holden
Mona Freeman
93 min.
(Rev. 2/8/49)

TWO YEARS BEFORE THE MAST
Alan Ladd
William Bendix
98 min.
(Rev. 8/23/46)

REPUBLIC

(Apr. Releases)

STRANGER AT MY DOOR
MacDonald Carey
Patricia Medina

HIDDEN GUNS
Bruce Bennett
Richard Arlen
John Carradine
66 min.
(Rev. 3/7/56)

(May Releases)

THE MAVERICK QUEEN
(Tru-Color)
Barbara Stanwyck
Barry Sullivan
92 min.
Naturama
(Rel. 5/3/56)
(Rev. 4/30/56)

THUNDER OVER ARIZONA
(Tru-Color)
Skip Homeier
Kristine Miller
Naturama
(Rel. 5/24/56)

(June Release)

LISBON
(Tru-Color)
Ray Milland
Maureen O'Hara
Claude Raines
Naturama

RKO

(Apr. Releases)

THE BOLD AND THE BRAVE
SA
Wendell Corey
Mickey Rooney
CS
99 min.
(Rev. 3/28/56)

GREAT DAY IN THE MORNING
Robert Stack
Ruth Roman
CS
(Rel. 4/4/56)
92 min.

THE WAY OUT
Mona Freeman
Gene Nelson
90 min.
(Rel. 4/11/56)
(Rev. 4/13/56)

WHILE THE CITY SLEEPS
Dana Andrews
Ida Lupino
100 min.
(Rel. 4/25/56)

(Re-Release)

THE BIG SKY
Kirk Douglas
Dewey Martin
140 min.
Rel. 4/18/56)
(Rev. 6/9/52)

(May Release)

THE BRAVE ONE
CS
Michel Ray
Joi Lansing

20TH-FOX

(Apr. Releases)

HILDA CRANE
(Color)
Jean Simmons
Guy Madison
CS
87 min.
(Rev. 4/30/56)

THE REVOLT OF MAMIE STOVER
(Color)
Jane Russell
Richard Egan
CS
92 min.
(Rev. 5/3/56)

MOHAWK
(Color)
Scott Brady
Rita Gam
Neville Brand
79 min.
(Rev. 3/21/56)

(May Releases)

TWENTY-THREE PACES TO BAKER STREET
(Color)
Van Johnson
Vera Miles
CS

THE PROUD ONES
(Color)
Robert Ryan
Virginia Mayo
CS

(June Releases)

D-DAY, THE 6TH OF JUNE
(Color)
Robert Taylor
Richard Todd
Dana Wynter
CS

ONE IN A MILLION
(Color)
James Mason
Barbara Rush
CS

UNITED ARTISTS

(April Releases)

ALEXANDER THE GREAT
(Color)
Richard Burton
Fredric March
Claire Bloom
CS
141 min.
(Rev. 3/29/56)

TIMETABLE
Mark Stevens
Felicia Farr
79 min.
(Rev. 2/27/56)

THE BROKEN STAR
Howard Duff
Bill Williams
Lita Baron
82 min.
(Rev. 2/14/56)

THE CREEPING UNKNOWN
Brian Donlevy
Marcia Dean
Jack Warner
78 min.

FOREIGN INTRIGUE
Robert Mitchum
Ingrid Tulean

CRIME AGAINST JOE
John Bromfield
Alika Louis
69 min.
(Rev. 3/2/56)

QUINCANNON, FRONTIER SCOUT
(Color)
Tony Martin
Peggy Castle
83 min.
(Rev. 4/17/56)

UNIDENTIFIED FLYING OBJECTS
91 min.
(Rev. 4/25/56)

UNIV.-INT'L

(Apr. Releases)

THE KETTLES IN THE OZARKS
Marjorie Main
Arthur Hunnicutt
81 min.
(Rev. 3/6/56)

BACKLASH
(Color)
Richard Widmark
Donna Reed
84 min.
(Rev. 2/28/56)

THE CREATURE WALKS AMONG US
Jeff Morrow
Rex Reason
78 min.
(Rev. 3/20/56)

(May Releases)

A DAY OF FURY
(Color)
Dale Robertson
Mara Corday
78 min.
(Rev. 4/6/56)

THE PRICE OF FEAR
Merle Oberon
Lex Barker
80 min.

(Re-Releases)

TAP ROOTS
(Color)
Susan Hayward
Van Heflin
109 min.
(Rev. 6/24/48)

KANSAS RAIDERS
Audie Murphy
Brian Donlevy
80 min.
(Rev. 11/9/50)

(June Releases)

OUTSIDE THE LAW
Ray Danton
Leigh Snowden
80 min.
(Rev. 4/10/56)

STAR IN THE DUST
(Color)
John Agar
Richard Boone
Mamie Van Doren
80 min.
(Rev. 4/23/56)

WARNERS

(Apr. Releases)

MIRACLE IN THE RAIN
Jane Wyman
Van Johnson
107 min.
(Rel. 4/7/56)
(Rev. 2/2/56)

SERENADE
(Color)
Mario Lanza
Joan Fontaine
Vincent Price
121 min.
(Rel. 4/21/56)
(Rev. 3/13/56)

(May Releases)

THE SEARCHERS
(Color)
John Wayne
Jeffrey Hunter
Vera Miles
VV
119 min.
(Rel. 5/26/56)
(Rev. 3/13/56)

GOOD-BYE, MY LADY
Walter Brennan
Phil Harris
95 min.
(Rel. 5/12/56)
(Rev. 4/4/56)

(June Release)

THE ANIMAL WORLD
(Color)
Theodor Von Eltz
John Storm
82 min.
(Rev. 4/20/56)

OTHERS

BUENA VISTA

(June Release)

THE GREAT LOCOMOTIVE CHASE
(Color)
Fess Parker
Jeffrey Hunter
Jeff York
CS
85 min.

I.F.E.
(Apr. Release)

MADAME BUTTERFLY
(Color)
Kaoru Yachigusa
114 min.
(Rev. 4/23/56)

(May Release)

THE RETURN OF DON CAMILLO
Fernandel
Gino Cervi
115 min.
(Rev. 4/3/56)

Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope *(anamorphic print. SOUND: Ss—Four track magnetic stereophonic sound; Ss (2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound. (Rev.) Motion Picture Daily Review Date.*

RKO Theatres

(*Continued from page 1*)

an, secretary and general counsel, ed E. Squire, treasurer; Harold E. ewcomb, comptroller; Edward Avery d Earl Chadwick, assistant treas-



Albert List



Sol Schwartz

ers, and Louis Joffe and Lloyd G. ilson, assistant secretaries

The three new members of the oard are William A. Broadfoot, Gen- al Royal B. Lord and A. H. Parker. roadfoot is chief executive officer of e U. S. Finishing-Aspinook division Gera. Lord is the chairman of the ecutive committee of Gera, and arker is the president of the Old olony Trust Co. of Boston.

Cinema Lodge

(*Continued from page 1*)

urnaments sponsored by Cinema odge to bring industryites of all ths together for a day of sport un- er the B'nai B'rith banner have now come an annual tradition, Shapiro rged as large a turnout from the arious branches of the industry as ossible, both for the tournament it- lf and the banquet and prize- warding ceremonies climaxing the ay's activities. He predicted that here would be more prizes, with the ll support of the more than 75 en- rtainment industry companies and dividuals who donated prizes in revious years again being enlisted his year.

Indications are that the film indus- ry golf tournament sponsored by Cinema Lodge will be the only such ndustry event to be held this year, Shapiro pointed out in urging early nrollments.

Hunter in Four-City 'Proud Ones' Tour

Jeffrey Hunter, topcast with Robert Ryan and Virginia Mayo in 20th Cen- ury-Fox's "The Proud Ones," will fly rom Hollywood to Kansas City May 29 to start a special personal appear- ances tour in connection with a 400 heatre saturation of the CinemaScope ttraction.

The Robert L. Jacks production has been set to debut in a three-week saturation in the Kansas City, St. Louis, Denver and New Orleans areas starting over the Decoration Day holiday and is scheduled to continue through late June.

The star will engage in a schedule of TV and radio appearances, newspaper and wire service interviews and civic events marking the introduction of the romantic adventure drama also starring Robert Middleton and featuring Walter Brennan and Arthur O'Connell.

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'Floating Cinerama'

(*Continued from page 1*)

(D., Tex.) admitted that "this Billy Rose deal" had some appealing aspects, and that he wasn't "laughing it off," but warned that there was a very great chance that the American people wouldn't understand the project and would "accuse you of providing Cinerama performances for every kangaroo.'

"It's going to border on the ridiculous unless you can get some more substantial testimony than we have been having," Johnson declared.

He and Sen. Mundt (R., S.D.) asked why it wouldn't be better to have the Navy operate the ship than to have it operated, as planned, by a private foundation. Sen. Dirksen (R., Ill.) asked whether a showing on an aircraft carrier "would reach the right people."

USIA officials estimated that the ship would go to some 30 ports the first year and reach an average of 40,000 people in each port, making the cost the first year only about $3 a person instead of the $9 a person asserted in the House by Rep. Rooney (D., N.Y.).

Asked what films would be shown aboard the carrier, USIA film chief Turner Shelton said that the government hoped to show eventually a film being prepared by Cinerama on the subject of atomic energy, and if that weren't ready by the time the carrier was ready it would show the first Cinerama film, "This Is Cinerama."

Cinerama's Mobile Unit to K.C. June 14

Kansas City will be the 17th city in the United States to see Cinerama, it was announced by Stanley Warner Corp., producing and distributing agents for the screen process.

"This Is Cinerama," the Lowell Thomas-Merian C. Cooper presentation that first opened in New York on Sept. 30, 1952, will begin showings at the RKO Missouri Theatre on June 14. Opening night will be sponsored by the Shriners for the benefit of the Harry S. Truman Library.

This will be the third installation of the mobile unit recently developed by Cinerama, Inc.

Court Kills Censor Ban of 'Amazon'

BALTIMORE, May 14. — Approval of the public exhibition of the Times Film release, "Naked Amazon," was given here by the Baltimore City Court.

The film was restrained from public showing by the Maryland State Board of Motion Picture Censors, which demanded unreasonable and arbitrary cuts, according to Bilgrey and Levinson, attorneys for the Times Film Corp. The State Board charged the film to be obscene "and/or pornographic as defined in said law."

City Court officials said "the producers were unsuccessful in their efforts to attribute a pornographic scene to the film. Consequently, it does not believe that the film comes under the ban."

Self-Regulation

(*Continued from page 1*)

censorship and public relations for Columbia Pictures.

Geoffrey Shurlock, director of the Production Code Administration, who is in New York, said that as of late afternoon, he had not been invited to attend yesterday's meeting of the group, but said that he may if invited. Shurlock is scheduled today to address the annual luncheon of the International Federation of Catholic Alumnae at the Hampshire House.

Empire-Universal

(*Continued from page 1*)

"Force of Evil," "No Minor Vices" and "Ramrod."

Announcement was made jointly by A. W. Perry, president of Empire-Universal; T. A. Metcalfe, general manager of Sovereign Films, Ltd., and Peter W. Geiger, head of the bank's New York motion picture department. Sovereign Films will distribute the 16mm. versions of the features.

Technical Changes

(*Continued from page 1*)

mittee was continuing to work item by item through the report of the Forand subcommittee, dealing with technical excise changes, and that the committee was apparently going to stick to that procedure. This would mean the committee wouldn't reach until the very end of its deliberations, some days off, the subcommittee's suggestion that the full committee consider further admissions tax relief. The committee will meet again Wednesday.

Peck, Huston Tour

Plans have been made for Gregory Peck to make a 10,000-mile tour during June and July to exploit his starring role in "Moby Dick" for Warner Bros. He and John Huston, producer-director of the film version of the Herman Melville novel, will tour the country in connection with local openings of the Technicolor film, starting on June 27 at the three-theatre world-premiere in New Bedford, Mass.

Presidents

(*Continued from page 1*)

formation on the meeting were unavailing.

Attending the meeting were: Edward Morey, Allied Artists; Jack Cohn and A. Schneider, Columbia Pictures; Arthur M. Loew, of Loew's, Inc.; Robert J. Rubin, Paramount; Theodore Black, Republic; William Clark, RKO Radio Pictures; Spyros P. Skouras and W. C. Michel, 20th Century-Fox; John O'Connor, Universal; Sam Schneider, Warner Brothers, and Eric Johnston and Kenneth Clark, of MPAA.

Floyd Beutler, 59

TAOS, N. M., May 14.—Floyd W. Beutler, 59, former president of the New Mexico State Bar Association and partner in the Taos Theatre here, died following an operation. He is survived by his wife and son.



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Concise and to the Point

OL. 79. NO. 95 NEW YORK, U. S. A., WEDNESDAY, MAY 16, 1956 TEN CENTS

Fox in First TV Film Deal; Zanuck in Independent Pact

t Meet Today

Expect Loew's Board to Act On Backlog Bid

Report $50,000,000 Offer by Canadians

The board of directors of Loew's, nc., meeting today in New York, will nsider and possibly approve a deal nder which the company's backlog pictures made prior to 1948 would e sold to television. A financial roup headed by Louis Chesler, anadian holder of several shell corprations, one of which recently ought the Warner backlog, is underood to have offered $50,000,000 for ie rights to the backlog.

While other offers have been made id are being considered, the Chesler eal is said to be first in the running.

Consummation of the deal is be-

(*Continued on page* 10)

Humphrey 'Hopeful' For Repeal of Tax

Special to THE DAILY

MINNEAPOLIS, May 15. — In a elegram to Benjamin N. Berger, presdent of North Central Allied, which as read at the opening session of ie annual convention here today, en. Hubert H. Humphrey (D.,

(*Continued on page* 4)

'Holders Told

ABPT Net Up 34% in First Three Months

American Broadcasting - Paramount Theatres' operating profit for the first three months of 1956 was up 34 per cent over the same period of last year, according to president Leonard H. Goldenson, who yesterday told company stockholders that the corporation will continue to show increased net earnings for the second quarter, which ends on June 30.



L. H. Goldenson

Goldenson, who presided over the AB-PT annual meeting at the Hotel Sheraton-Astor, attended by some 300

(*Continued on page* 11)

Skouras Tells Stockholders Company to Make More Product; Stresses Need for Seeking Additional Sources of Revenue

By MURRAY HOROWITZ

Announcement of the first TV deal for a segment of 20th Century-Fox's backlog of films and a report on the projected independent contract with Darryl F. Zanuck, currently on leave of absence as the company's studio head, highlighted yesterday's annual stockholders meeting here.

Spyros P. Skouras, president, also informed stockholders that the company is preparing the maximum number of motion pictures for next year, both in quality and in numbers. Skouras, in addition, expressed hope that the earnings for the full 1956 year will exceed those of 1955.

52 Films Involved

The TV deal, involving video distribution rights to 52 films, was made with National Telefilm Associates. Details of the multi-million dollar deal, selected as a cross-section of 20th-Fox product from 1935 to 1947, will be found in a story elsewhere in this issue of MOTION PICTURE DAILY.

Under the projected arrangement with Zanuck, the now inactive studio head would produce 20 pictures over a maximum period of seven years, Skouras stated. He added that the agreement is subject to court approval, which is expected to take place within two or three weeks, in connection with a stockholder's suit. The deal also provides for Zanuck's exclusive tie-up with 20th-Fox and calls

(*Continued on page* 9)

NTA Acquires Para. Shorts

National Telefilm Associates, Inc., in a multi-million dollar transaction, has acquired the entire short subject library of 1,450 pictures made by Paramount Pictures up through 1950, it was announced yesterday by president Ely A. Laudau, at the first annual stockholders' meeting of the publicly-owned corporation.

Landau also announced that NTA had acquired 100 per cent stock interest in the U M & M Television Corp., and concluded a deal with 20th Century-Fox for the distribution to television by NTA of a block of

(*Continued on page* 11)

Blank Says 'Will Gladly Join' With Allied on Project

TOA Favors Industry Roundtable

By LESTER DINOFF

Theatre Owners of America "will gladly join with Allied States Association" in the latter organization's call for an industry roundtable discussion, Myron N. Blank, president of TOA, declared here yesterday upon his return from a five-week trip through Europe.

Blank, speaking at a trade press conference at TOA headquarters, asserted that TOA will "join with Allied in meeting with distribution as a group or as individuals to bring about a program of resolving mutual problems. Unless there is self-regulation of industry trade practices, we will get legislation."

The TOA president reported that while he was in France attending the Cannes Film Festival, he spoke to many motion picture producers, including the Russians, about the need of film in the U. S. market. Blank said that he urged foreign producers to make films suitable for U. S. theatres and films which would enable an exhibitor to make a profit. He said that this matter was primary in his discussions at the mid-year meeting of the Union Internationale de L'Exploitation Cinematographique, in Paris, and in his talk before the Cinema Luncheon Club in London.

Blank said that his trip was highly worthwhile for he was pleased "to note the strength and unity of the industry abroad, the abundant supply of product and the relationships among all branches of the industry." He said that everyone is cognizant of the fact that the motion picture business is "international and that many situations and problems are similar and that an exchange of information is beneficial to everyone."

The TOA executive said that Julius

(*Continued on page* 4)

AB-PT Gets 30-Day Divestiture Extension

American Broadcasting-Paramount Theatres, Inc., has been granted a 30-day extension in divesting itself of 24 remaining theatres, Leonard H. Goldenson, president, stated here yesterday.

Goldenson said that the deadline has been moved up to July 3. The theatres are mainly located in Maine and New Hampshire, he said.

PERSONAL MENTION

ROBERT J. O'DONNELL, general manager of Texas Interstate Theatres, has returned to Dallas from New York.

•

JOHN H. ROWLEY, newly-elected international chief barker of Variety Clubs, and MRS. ROWLEY, will leave here today for Dallas.

•

MYRON N. BLANK, president of Theatre Owners of America, and MRS. BLANK returned to Des Moines yesterday from New York.

•

ROBERT ALDRICH, independent producer, returned to Hollywood over the weekend from Paris via New York.

•

WALTER BRANSON, RKO Radio vice-president in charge of worldwide distribution, will arrive in London today from New York.

•

EMERY AUSTIN, M-G-M exploitation head, and ARTHUR CANTON, Eastern press representative, will return to New York today from Boston.

•

A. H. BLANK, president of Tri-States Theatre Corp., has returned to Des Moines from here.

•

JESSE CHINICH, Western division manager of Buena Vista, has left New York for Chicago.

•

LONNIE DONNEGAN, British actor and singer, will arrive here today from London via B.O.A.C.

•

MARCEL HELLMAN, British independent film producer, will arrive here from London tomorrow via B.O.A.C.

•

DAVE EPSTEIN, head of Dave Epstein Associates, has arrived in New York from Hollywood.

•

PETER RIETHOF, president of American Dubbing Co., has returned to New York from France.

•

ROBERT DRUCKER, production supervisor at Transfilm, Inc., has left New York for Los Angeles.

•

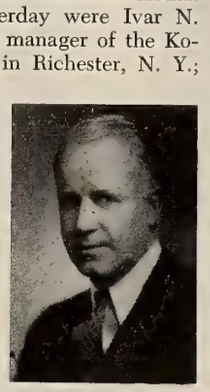
EDWARD SMALL, producer, will leave Hollywood by plane today for New York, en route to Europe.

Ettinger Quits Col.

George Ettinger, TV and radio manager for Columbia Pictures for nearly 18 years, has resigned from the company as of Friday. He will announce future plans shortly.

Three New Directors Elected by Eastman

New directors of Eastman Kodak Co., elected yesterday were Ivar N. Hultman, general manager of the Kodak Park Works in Richester, N. Y.; James E. McGhee, in charge of domestic sales and advertising, and Edward P. Curtis, general manager of the company's international division. All three are Kodak vice-presidents and each has been with the company in various capacities for over 35 years.



Edward Curtis

This increases the number of directors to 15, the maximum number authorized by Kodak share owners at their annual meeting on April 24.

As general manager since 1953 of the Kodak Park Works, the company's largest manufacturing unit, Hultman is responsible for the production of film, chemicals, photographic paper, and other sensitized goods. He is also a director of Canadian Kodak Co., Ltd., and Eastman Gelatine Corp., both affiliated companies. He began his Kodak career in 1919 as a chemist.

McGhee has been concerned with Kodak sales since joining the company in 1920 as a sales demonstrator. After two years as assistant head of the Kodak sales organization, he became responsible for Kodak sales in 1937. He was elected an assistant vice-president in 1943, becoming vice-president in 1945. He has been in charge of both sales and advertising for the domestic market since 1954.

Curtis, who joined Kodak in 1920 in the comptroller's department, is in charge of professional motion picture film sales throughout the world and is also responsible for sales, advertising, and distribution of Kodak products in Europe, Africa, Latin America and the Far East. At present, he is serving as special assistant to President Eisenhower for aviation facilities planning.

Ill. Governor at 'Searchers' Bow

CHICAGO, May 15. — Governor William C. Stratton of Illinois will make a personal appearance on the stage of the Chicago Theatre tomorrow night to observe the world premiere of C. V. Whitney Pictures' "The Searchers."

Governor Stratton will present John Wayne, star of the film, with a special citation designating his as the leading motion picture star of Illinois.

TV Saturation Point Near: Census Bureau

From THE DAILY Bureau

WASHINGTON, May 15.—Three out of four U. S. households have television sets, according to the Census Bureau.

The bureau said a sample survey in February revealed that 35,000,000 households—73 per cent of the households covered in the survey—had one or more TV sets. This was a 10 per cent increase over the last survey in June 1955, when the figure was 67 per cent. In 1950, the first time a survey of TV ownership was made, there were about 5,000,000 households with TV sets or about 12 per cent of the total.

Dickstein Accepts UJA Post Again

Abe Dickstein, Atlantic district manager for 20th Century-Fox, again has accepted the chairmanship of the United Jewish Appeal drive among exchange employees and executives.



Abe Dickstein

In its 1956 campaign, UJA in New York aims to raise the metropolitan proportion of the $109,205,000 needed. The UJA of Greater New York is the sole fund-raising agency in the metropolitan area for the United Israel Appeal, the Joint Distribution Committee, the New York Association for New Americans, National Jewish Welfare Board and the American Jewish Congress.

A meeting to map out a program of activity for the campaign among the exchange employees and executives of the UJA leaders was recently held in Dickstein's office here.

'Trapeze' Premiere June 4 at Capitol

Burt Lancaster and Tony Curtis, who co-star with Gina Lollobrigida in the Hecht-Lancaster production of "Trapeze," will join director Sir Carol Reed in attending the June 4 world premiere of the film at New York's Capitol Theatre.

Harold Hecht of the Hecht and Lancaster Companies and James Hill, producer of the film, will fly in from Hollywood to attend the premiere showing.

Filmed in Paris, "Trapeze" is the fifth Hecht-Lancaster production for release by United Artists.

Old Biograph Studi In Bronx Acquired By Gold Medal Co.

The formation of Gold Medal dios, a subsidiary of Artists-Produ Associates, Inc., has been annou by Alfred W. Schwalberg, presi of the pa firm.



A. W. Schwalberg

At the s time, Sch berg said Medal Stu had purch the Biogr Studios in Bronx, wh are being r ernized int motion pic center that include two the larg sound stages in the nation. He other accommodations will inclu commissary, showers, dressing ro air conditioned stages, cutting ro projection rooms and other facili

Built in 1913

Orginally built in 1913, the stu were used for the filming of D. Griffith's "Judith the Petunia." La the old Fox company and Paramo Famous-Lasky used the studios be constructing their own offices in N York. In 1924, First National Pictu which was later absorbed by War Brothers in 1928 started produc films at Biograph. Republic took the two buildings in 1934 and named them Republic Studios. studio has been vacant since 1936.

Officers of Gold Medal Studios Schwalberg, as chairman of the bo Martin H. Poll president; David St berg, vice-president and secret and Sy Weintraub, vice-president treasurer.

J & J Management Se

Joseph D. Blau, Certified Pu Accountant specializing in mot pictures and television, has announ the opening of J. & J. Managem Corp., a financial management consultation firm with special in est in the entertainment field.

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owan in Co-op Deal ith Latin America or 'Bolivar' Film

Lester Cowan, independent producer, announced yesterday that he d acquired rights to a new historil novel, "Simon Bolivar," by Enrique Campos Menendez, as the basis for a film about the South American liberator.



Lester Cowan

The film will mark the first enterprise in which South American countries will collaborate with a U. S. producer. Both U. S. and Latin American ars and technicians will participate the film, which will be shot in olivia, Ecuador, Colombia, Panama, eru and Venezuela. It is estimated at 50,000 Latin American troops ill be required to re-create the ma r campaigns of liberation, including olivar's crossing of the Andes.

Pact Closed with Ambassador

The project was negotiated with owan by Ambassador Santa Cruz, rmer chairman of the United Naons delegation of Chile and spokesan for a Latin American group, and ranklin D. Roosevelt, Jr., attorney r this group.

TV Academy Names Sullivan N.Y. Head

Ed Sullivan as chairman headed the ate of officers elected by the New ork chapter of the Academy of Telesion Arts and Sciences at Monday's eeting of the organization's board governors.

Max Leibman was named first vicehairman and Mark Goodson second ice-chairman. Other officers named y the board of 40 governors were: easurer, Lawrence Langner, and sectary, William Bratter. Appointed as irectors of the permanent committees ere: membership, Tex McCrary, hairman and Harry Belafonte, vicehairman; activities, Henry White and aye Emerson, co-chairmen; awards, arlo Lewis and Mark Goodson, cohairmen; legal, Royal Blakeman, hairman; and publicity, Syd Eiges, hairman, and Hal Davis, vice-chairan.

Committee chairmen who are not lready members of the board of govrnors will become members by virtue f their appointments to direct the ommittees. Annual dues of the New ork Chapter were fixed at $8 by the oard.

The preparation of a constitution nd by-laws will be undertaken after joint meeting of the New York and ollywood chapters at which time a ational board of governors will be lected. This board will then outline nd for a constitution for the organzation.

At Catholic Federation Luncheon

Shurlock Outlines Limits, Basic Approach to Code

"The (Production) Code is basically a permissive document, not a restrictive one," Geoffrey Shurlock, director of the Production Code Administration, told the members of the motion picture department of the International Federation of Catholic Alumnae yesterday at its annual luncheon at the Hampshire House here.



Geoffrey Shurlock

"Its aim," he said, "is to tell producers *how* they *can* treat any subject — that is, in consonance with sound moral principles. Only half a dozen areas of subject matter are totally forbidden; purely on grounds of expedience. This phase of the Code can be amended any time the organized industry so chooses.

"But what cannot be amended is the basic approach of the Code; that all subject matter must be treated morally, first and foremost; and secondarily, within the confines of decency and reasonable good taste."

Quotes Joseph Breen

Shurlock then told how these moral principles are applied and cited a statement by Joseph Breen—"Our aim is to make certain that films are reasonably acceptable, morally, to reasonable people."

He said that to achieve this, "we bear in mind that Hollywood movies are meant for mass family entertainment. In this respect they differ fundamentally from most foreign films, which are intended primarily for adult audiences.

"No matter how refractory the basic material, the purpose of the Code is to treat it in such a manner that the end result will neither frustrate the intelligent, nor offend the innocent. By and large, we feel that we retain this objective."

He added that although films have been accused of naivete "in hammering home so persistently that virtue gets its due reward," there is proof morality pays dividends not only here, but in other countries. He cited an article in the French trade paper, *Le Film Francais*, which was called "Scandal Doesn't Pay."

Points to 'Serenade'

In discussing the workings of the PCA, Shurlock told the Federation, "Though the quality of our work does not always meet with your unqualified approval—this we learn to our sorrow, twice monthly—nevertheless we want to brag a bit about the quantity of the spade-work that, over a period of 18 years—to take one instance—has managed to convert a shocking novel like 'Serenade,' to a picture which you rate as A-1.

"There are many in this room who know how many hundreds of cases there are like the above, out of the 10,000-odd pictures referred to, in which the spade-work done by the PCA approaches the proportion of a major job of excavation. This labor of ours not only contributes to better movies; we like to think, also, that it makes happier and easier the task of moral assessors like yourselves."

Defines 'Adult'

Shurlock also discussed the phrase, "adult picture." He said there has been much concern lately as to whether or not Hollywood films are veering too much in that direction and that the concern is justified if the term "adult" is used to connote something questionable. However, he believes an adult picture "ought to mean one which appeals directly to the grown-up mentality and which adolescents can take or leave. . . . Looking back over the past year or so, perhaps the most adult picture I recall is, 'A Man Called Peter'." He added that "The End of the Affair" is perhaps the most mature in treatment of films dealing with sex and sin.

He also spoke of a new problem on the horizon—"the foreign market for Hollywood films is becoming larger and more important. . . . Last year we received well over 45 per cent of our revenue from abroad. If this proportion continues to rise, it will be inevitable that the industry will have to think more and more of what will interest and attract audiences outside the U.S.A."

Expresses Gratitude

Shurlock told the Federation that "In guiding and purifying the yearnings of the movie public, people like yourselves play a vital part. We of the Code Administration are profoundly grateful for your interest and support. We seem to have worked together well in the past. There is nothing on the horizon that can endanger this happy state of affairs, provided we continue in mutual tolerance and understanding."

100 Cities Linked for Philco Closed Circuit

One hundred cities, coast-to-coast, were linked by a closed circuit television network last night when Philco Corp., announced its entry into the home laundry equipment field to 25,000 retail dealers.

Executives of Philco Corp., cartoonist Al Capp, television personality Arlene Francis, John Daly, ABC vice-president, and others were featured on the closed circuit broadcast which was piped over the facilities of the American Broadcasting Co.

Murphy in Plea

Asks US Films Abroad to Aid Understanding

From THE DAILY Bureau

WASHINGTON, May 15. — Film producers should make more films that will promote understanding of the U. S. abroad, M-G-M star George Murphy declared here.

Murphy, recently returned from serving as the official U. S. representative at the Cannes Film Festival, said American films have a "great potetnial for bringing understanding" and that more stress must be laid on this aspect of U. S. films. He indicated he had already made a verbal report on the Cannes festival to U. S. Information Agency director Theodore C. Streibert and that he would submit a formal written report later.

Speaking before the annual luncheon of the District of Columbia Motion Picture and Television Council, Murphy also stressed the recent technical advances of the U. S. film industry, declaring that more progress had been made in the last three years in this regard than in the previous 30 years.

Johnston Speaks of Trip

Motion Picture Association president Eric A. Johnston discussed some of his experiences on his recent round-the-world trip, and said motion pictures were helping in the fight against communism in the far east and other areas where illiteracy is high and films a particularly potent medium of communication. Also at the head table at the luncheon were Mrs. Johnston, Streibert, MPAA community relations director Arthur Debra, U.S.I.A. film chief Turner Shelton, Loew's eastern division manager Orville Crouch, and A. Julian Brylawski, head of the motion picture theatre owns of metropolitan Washington.

Goldwyn Honored, Lauds the Industry

HOLLYWOOD, May 15.—Turning the first shovel of earth for construction of the headquarters building for the Permanent Charities Committee, Samuel Goldwyn, PCC founder and first president, and donor of $75,000 to start the building, today told approximately 100 civic and industry leaders, "Everything I have ever accomplished I owe to this great industry of ours. It makes me happy to do something for good of community and Hollywood."

Los Angeles Mayor Norris Poulson said, "Samuel Goldwyn's gift proves once again that he is a great humanitarian in a great industry."

Following the ceremonies at the building site, Goldwyn was honor guest at a Beverly Hilton Hotel luncheon.

26-Week Sales Drive To Honor Para.'s George Weltner

The Paramount domestic distribution organization will honor George Weltner, worldwide sales head, with a 26-week sales drive scheduled to start July 1.

Named "Paramount's Salute to George Weltner," this tribute involving every employee in all branches will be in recognition of the distribution executive's 34 years of service to the company.

This is the first time Weltner, president of Paramount Film Distributing Corp., has permitted his name to be used in any special sales effort or drive.

Owen, Deneau in Joint Statement

In a joint statement issued yesterday, Hugh Owen, vice-president of Paramount Film Distributing Corp. and Eastern sales manager, and Sidney Deneau, Western sales manager, held that "with the quality of product that will be available to the theatres of the U. S., this drive can be not only the biggest in our history but the biggest in the history of the industry."

The drive will be divided into two periods of 13 weeks each, the first to include the two "Paramount Weeks," July 25-August 7, and the second, starting September 30, to be concluded by a "Booker-Salesman Month." "Paramount's Salute to George Weltner" will terminate on Dec. 29.

Fox Sets 63 June Dates for 'D-Day'

"D-Day, the Sixth of June," in CinemaScope, 20th Century-Fox drama of the Normandy invasion in World War II, will open in 63 first domestic and Canadian situations by mid-June, it is announced by the company.

The Charles Brackett production, directed by Henry Koster, will bow May 29 at the Centre, Denver; Chinese, Los Angeles; and the California, San Diego.

13 Openings on May 30

The attraction will debut in 13 key playdates on May 30. Theatres are the Memorial, Boston; Fox, Detroit; Palace, Cincinnati; Stuart, Lincoln; Palace, Washington; 5th Avenue, Seattle; Fox, Portland; Orpheum, Omaha; Shea, Erie, Pa.; Century, Buffalo; Colonial, Akron; Paramount, Youngstown, and Palace, Cleveland.

SAG, AFTRA Talks To Resume in June

HOLLYWOOD, May 15. — Committees representing the Screen Actors Guild and the American Federation of Television and Radio Artists today concluded two-day conferences on mutual problems, principally including electronic tape, and will resume discussions in New York, probably in June.

Under Clause in Finance Bill

Americans Working in UK Would Be Subject to Tax

By PETER BURNUP

LONDON, May 15.—In common with their colleagues in other industries, American film executives here are gravely concerned at the implications of Clause Nine of the government's recently issued Finance Bill.

The clause proposes that nationals of other countries paid by firms in those countries, but working in Britain, will be charged British tax on all income, whatever the source may be, as a result of their employment here.

Under present arrangements Americans working in Britain have been charged British tax only on that part of their income actually brought into this country. The remainder, not required for living expenses here and so left at home, has been free of tax in their own country. This has been one of the major incentives for Americans to work in this country and the effect of the proposed change is obviously accentuated more for Americans than for other foreigners by reason of the high salary levels in the U.S. and the high rates of taxation in Britain.

Fear an Exodus

Representative Americans hitherto have been diffident about commenting on the proposal, but it is openly said now that the effect of the clause, if it is accepted by the House of Commons would be to drive many Americans out of the country. Several men have been heard to say that it would be difficult to persuade Americans to work in Britain if taxation here leaves them so much worse off in pocket than at home. It is pointed out, for example, that tax deductions allowed in the U.S. are not permitted under the British schedules and that Americans temporarily resident here have to spend a good deal on education and make provision for retirement, savings and the like. Moreover, allowances against income tax are much higher in the U.S.

Columbia's Mike L. Frankovich, now in America, is understood to have raised the matter with Eric Johnston and suggested that discreet representations be made to Britain's government. Whether Johnston would favor such a course is, of course, unknown. But informed Whitehall circles take the view that such action, in any event, would be useless. Sir Anthony Eden's cabinet is understood to be adamant on the issue.

Solution Suggested

One way out of the dilemma posed for Americans trading here would be to have a different man in charge in London every year for not more than six months and thus evade tax obligations. Difficulties might arise thereby in the maintenance of a continuing policy. It seems likely, therefore, that a way out would be found by posting an American managing director in, say, Paris and leave the running of business here to a Briton.

Humphrey

(*Continued from page* 1)

Minn.) expressed himself as "hopeful" that the House Way and Means Committee will act favorably on the motion picture industry's request for repeal of the remaining 10 per cent Federal admission tax.

Humphrey, chairman of the Senate Small Business Subcommittee, had been invited to speak at the two-day session but was unable to attend because of the pressure of business in Washington.

Attended by 150

Approximately 150 exhibitors from Minnesota, the Dakotas and Northwestern Wisconsin heard Berger's opening address, a sharp attack on film distributors for their refusal to agree upon rental terms for the small theatres, based on the ablity to pay.

Stanley Kane, executive counsel of NCA, warned Minnesota exhibitors that three major problems loomed ahead. Most important and most immediate, he said, is the recommendation of an amusement industry fact-finding commission that the minimum wage for motion picture theatres, bowling alleys and dance halls be increased to $1 per hour.

Kane also warned that the State League of Municipalities which meets in June is prepared to recommend passage of state legislation next winter which would permit the imposition of municipal admissions taxes.

Warns of Daylight Saving

The third pitfall ahead, Kane added, was the growing clamor by labor unions and other groups for the passage of a daylight saving law, which would be a heavy blow to midsummer drive-in theatre patronage.

The principal speaker of the afternoon was Al Sindlinger of Ridley Park, Pa., who gave his analysis of the present state of motion picture exhibition. Sindlinger voiced optimism for the future, provided exhibition learns to live with television.

Sindlinger's recipe for theatre prosperity stressed that theatres "stop competing with themselves" via film company-sponsored television programs; a drive to regain the dwindling woman's audience; and a resumption of children's shows to capture the "300,000 children who turn 12 years of age each week."

Tomorrow's closing session will feature an address by William C. Gehring, vi-epresident of 20th Century-Fox, and a discussion of film buying practices.

TOA Favors

(*Continued from page* 1)

Gordon, secretary of Allied states, also abroad with him and that Gor is "completing a report on gove mental regulations abroad for p entation to the national Allied boa

Blank said that governmental re lation of film rentals in many overs countries "works out very good." cited the British ceiling on films r tals which were brought about agreement between distribution the trade associations there. He s that many foreign countries have rental ceilings set at 50 per cent that the "sliding scale" is in operat in many other nations.

'Should All Get Together'

"I don't favor having the gove ment regulate our industry," he s "We should all get together and t part in a roundtable meeting to solve our mutual problems," the Moines exhibitor said, "or we have legislation brought about likely by the recommendations g to Congress by the Senate Small B ness sub-committee investigating industry. Men of good will should down and discuss this," Blank said

Officials of TOA will be "only glad" to join with Allied in meet representatives of distribution as group or as individuals to bring ab a solution to the problems preser confronting all, he said. Blank s that he has received an invitat from Rube Shor, president of Alli to sit in and listen in to the Em gency Defense Committee meeting Allied on May 22 in Washington. said that "someone from TOA attend the EDC meeting."

Speaks for EFFG

Commenting on further action TOA in behalf of its investment ganization, Exhibitors Film Finan Group, Inc., Blank said that "EF is still in existence. We still n more money and Department of J tice approval of allowing divorced cuits to take part in EFFG."

TOA Invites Foreign Leaders to Meeting

Invitations to attend the 1956 nual convention and trade show of Theatre Owners of America here h been extended to some 150 officials foreign motion picture industries a trade associations by Myron N. Bla TOA president, during the exhibi leader's trip through Europe recent

Blank, who returned to New Y yesterday aboard the "Queen Eli beth," disclosed the extension of invitations and revealed that to knowledge at least 40 French ind try persons will attend the Sept. 25 convention at the New York C Coliseum.

Blank said that TOA is very anxi to have "an industry film fair inste of an industry film festival." He s that at a "film fair," U. S. and forei product are on "display" and that a "film festival," product would competing against each other.



A PIN-POINT ON A MAP—

M-G-M took a complete company on the first great Hollywood venture in far-off Pakistan.

A PRODUCTION MIRACLE!

After two years of intensive work, a mighty entertainment emerges based on the turbulent novel of a seductive half-caste girl in

"BHOWANI JUNCTION"

AVA GARDNER as the "Chee Chee" beauty of two worlds.


Among BIG
pictures, this
is one of
the BIGGEST!
M-G-M's drama,
aflame with
love and revolt,
fulfills every
audience desire
to be thrilled
and entertained!

M-G-M presents in CINEMASCOPE and COLOR

BHOWANI JUNCTION

STARRING

AVA GARDNER

STEWART GRANGER

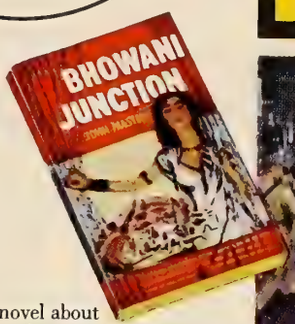
With BILL TRAVERS ABRAHAM SOFAER Screen Play by SONYA LEVIEN and IVAN MOFFAT

Based On the Novel by JOHN MASTERS Photographed in EASTMAN COLOR Directed by GEORGE CUKOR Produced by PANDRO S. BERMAN AN M-G-M PICTURE



THIS FULL PAGE FULL COLOR AD appears in LIFE, LOOK, SATURDAY EVE. POST

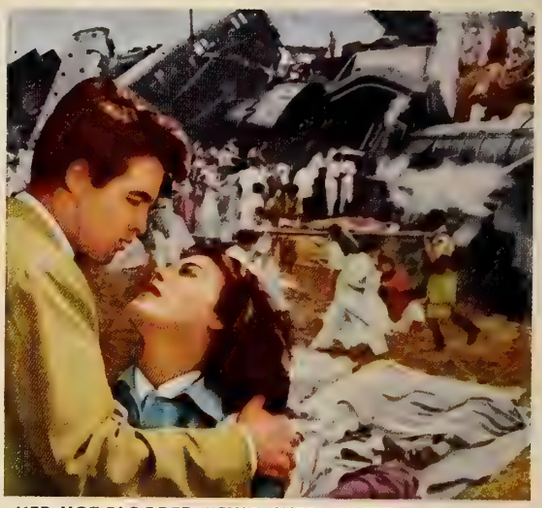
BHOWANI JUNCTION



"A novel about love, lust, violence and conspiracy... Three men and a girl in a relationship of wonderful intricacy ... Railroad strikes, train derailments, party demonstrations, animosities and the unpredictable ways of love—or of sex."
—*New York Times*



A LAND—AND THREE LOVERS—of violent contrasts! Turbulent India is mirrored in the stormy love affairs of a "chee chee" beauty with an Indian, a white man, and a half-caste.



HER HOT-BLOODED "CHEE CHEE" SWEETHEART proves to be heroic in disaster, but dare she tell him what happened to the man who attacked her on that terrible night in an alley dark with lust?

A powerful love story filmed by M-G-M in Pakistan against an exotic background of turmoil and revolt!

Starring

AVA GARDNER
STEWART GRANGER

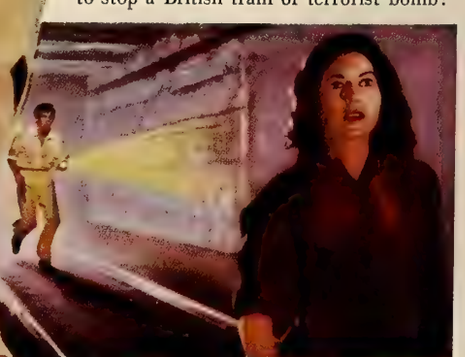
CINEMASCOPE AND COLOR



NO TRAVEL-FOLDER INDIA, THIS! Far from the Taj Mahal is this suspense-tense town where men daily bet their lives to stop a British train or terrorist bomb!



"GET UP! GET DRESSED!" A pre-dawn invader of her bedroom forces her to aid him in his last chance to escape!



POUNDING PULSES RACE a smouldering dynamite fuse to save 2000 lives in the mile-long Mayni Tunnel of terror.

WITH BILL TRAVERS ABRAHAM SOFAER SCREEN PLAY BY SONYA LEVIEN and IVAN MOFFAT
BASED ON THE NOVEL BY JOHN MASTERS
PHOTOGRAPHED IN EASTMAN COLOR DIRECTED BY GEORGE CUKOR PRODUCED BY PANDRO S. BERMAN An M-G-M Picture

20th-Fox Closes First TV Film Deal

(*Continued from page* 1)

or no less than 1 picture, nor more than five films in one year, Skouras added. The 20th-Fox president declined further comment on the Zanuck arrangement, telling stockholders that the matter currently is before the court.

Buddy Adler will automatically be installed as head of production for a contract period of four years, upon court approval of the new Zanuck contract, Skouras announced.

Emphasizes TV

In his message to stockholders, Skouras repeatedly stressed the competition of home television, maintaining that the challenge can only be met by producing pictures which are "far superior" than what is offered free to the public on TV. He also maintained that the company must seek other sources of revenue, although the theatrical motion picture market will remain the company's "pre-eminent" source of income.

Skouras, at the same time, reported consolidated earnings of $460,739 for the first quarter ended March 31. This amounted to 17 cents per share on the 2,644,486 shares of common stock outstanding as compared with earnings for the first quarter of 1955 of $1,423,811 or 54 cents per share on the same number of shares.

However, for the second quarter, Skouras stated that world-wide film rentals and earnings per share of common stock are expected to compare favorably with the second quarter of a year ago. He also announced that the consummation of the TV deal would add to earnings for the first six months and bring them equal to or above the $1.06 earned during the first six months of 1955.

Considering Real Estate Sale

On the topic of new avenues of revenues, Skouras said "we will consider . . . to sell or otherwise dispose of some of our assets not necessary to our primary function of making motion pictures. These assets consist of some important real estate that we might possibly sell or lease, our large library of fully amortized motion pictures and our substantial interest in oil production."

To offset TV competition, Skouras mentioned the roster of "outstanding" upcoming 20th-Fox releases, the development of CinemaScope 55, as well as the development of other sources of revenue other than those listed above such as production of TV shows by the company and the expansion of the company's theatre operations abroad.

Points to Dearth of Stars

He cited "another competition that is as great a detriment as the competition of free home television—the scarcity of stars of box-office value available to cast our productions properly, and the unbelievable demands being made for salaries, as well as for participation."

Skouras expressed hope in overcoming this problem by creating a school for the development of promising new talent and although its results will not be reflected immediately, benefits will accrue to the company in two or three years, he predicted. At one point he said that "we created Marilyn Monroe . . . through the properties" offered her. He declared that "we will not give our birthright away," referring to the participation demands, claiming that many companies even give up their negative rights to stars or creative talent.

Speaking about the decline in domestic business for the 1955 year as compared to 1954 for the company, Skouras said "the domestic decline, in part, was caused partially by the transitional period involved in the change of studio management, but, principally, because of the impact of free home television and the large number of films which are now showing on television." In contrast to the domestic decline, Skouras said foreign grosses increased during the 1955 year.

Henderson Answers Query

In response to a question, Donald Henderson, vice-president and treasurer, reported that the company spent $5,394,000 for advertising in the domestic market for 1955, as compared to $6,213,000 for the same market in 1954. He went on to say that this represents an expenditure of 9.6 per cent of total 1955 gross.

Skouras, who acted as chairman of the meeting, interposed at this point that "we're spending entirely too much for advertising," maintaining that the company under ordinary circumstances should not spend more than six per cent of its gross for advertising. Indicating, it was a necessary expenditure, he acknowledged that the extra-ordinary circumstances stem from the competition of home TV, which he characterized as the "greatest competition any American industry has ever faced—the competition of practically the same product delivered free to the customers' home and at his convenience."

Stresses Film Quality

"We are doing everything in our power to offset it by producing motion pictures that will attract audiences to the theatres, which must be far superior in the quality of entertainment to that offered by television," he added in this connection in his prepared speech.

Skouras pointed out in regard to a stockholders question on Zanuck, that the inactive production head, now rendering advisory service, is the largest single stockholder in the company, owning 130,000 shares. He also praised Zanuck for his many years of "valuable" service to the company.

He informed stockholders that Al Skouras, in response to a question, said the company is considering a possible "spin-off" on its plans to sell assets unrelated to motion picture making.

In response to another stockholder's question, he said the 20th-Fox film library consists of nearly 950 films or more up to 1955. He declined to state an approximate value of the property, adding that he had been "offered a fantastic price" for the library. He went on to express some skepticism on whether the would-be purchaser would come through with the price.

Cites Economies

To meet the transitional period, Skouras said that the company has already instituted "substantial economies, which will be reflected in the last six months of our operation."

By a vote of 1,969,867 votes in favor, the slate of management's proposed directors was reelected. The Lewis D. Gilbert and John J. Gilbert resolution in favor of cumulative voting was defeated by a vote of 1,480,585 against and 134,656 votes in favor.

At the well-attended meeting, 1,971,065 shares were represented either in person or by proxy, representing about 73 per cent of the stock outstanding as of April 12. The stockholders also approved the management-sponsored resolution calling for the retirement of 100,000 shares held in the company's treasury.

Shareholders Present Award to 20th-Fox

An award for "meritorious" management and stockholders relationship, granted yearly by the United Share holders of America, was presented to 20th Century-Fox president Spyros P. Skouras at yesterday's annual stockholders meeting here. The presentation was made by Ruth Fischel, of United Shareholders of America.

Fox Directors Reelect Skouras as Company Head

The board of directors reelected Spyros P. Skouras as president of 20th Century-Fox yesterday, following the election of 10 directors, by stockholders, at the corporation's annual meeting.

Members of the board of directors who were elected by the stockholders to serve until 1957 included L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, B. Earl Puckett, W. C. Michel, Skouras and James A. Van Fleet.

Elected with Skouras, to serve as officers for the next year, were the following Michel, executive vice-president; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president; S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; William C. Gehring, vice-president, Donald A. Henderson, treasurer and secretary; C. Elwood McCartney, comptroller and assistant treasurer; J. B. Codd, assistant treaturer; Francis T. Kelly, assistant treasurer; Frank H. Ferguson, assistant secretary; J. Harold Lang, assistant secretary; Norman B. Steinberg, assistant secretary; William Werner, assistant secretary; and Morris L. Breggin, assistant comptroller.

From a Total of 650

Fox-NTA Deal: 52 Pictures on 10-Year Basis

Arrangements for television distribution rights to 52 motion pictures of the 20th Century-Fox library was announced yesterday by 20th-Fox president Spyros P. Skouras at the company's annual stockholders meeting here.



Spyros P. Skouras

The distribution rights granted to National Telefilm Associates are for a period of 10 years and cover the United States and its possessions, Canada, the Republic of Cuba and television stations on the Mexican border.

This multi-million dollar transaction, which took more than six months of negotiations, involves a package of 52 films, each produced in the period from 1935 to 1947. The 52 films were selected on a cross-section basis from a total of 650 made in that period, and are considered representative of the overall product, it was stated.

Announced Jointly

The decision to sell the distribution rights to National Telefilm was announced both by 20th Century-Fox and National Telefilm at their respective stockholders' meetings.

National Telefilm was selected as the distributing agent following a close examination of the entire TV film distribution field.

The transaction was concluded in New York between Eli Landau, NTA president; Oliver A. Unger, NTA's vice-president, and William C. Gehring, 20th-Fox vice-president.

The films will be made available for television viewing in the fall of this year, it was announced.

In his prepared message to stockholders, Skouras said that "this license," referring to the NTA deal, "will be restricted to television only, and this will be in the form of an experiment to test this market, to determine whether in the future we will dispose of any further films or merchandise them ourselves through our own sources to the television stations."

20th-Fox Dividend

The board of directors of 20th Century-Fox yesterday declared a quarterly cash dividend of 40 cents per share on the outstanding common stock of the company payable on June 30 to stockholders of record on June 15.

'Ozzie and Harriet,' 'Directors Playhouse' Will Go on ABC-TV

Eastman Kodak Co. will sponsor a new version of the television program, "The Adventures of Ozzie and Harriet," to be telecast over the ABC-TV network Wednesday evenings at 9 P.M. EST beginning Oct. 3. The new series will replace the current "Screen Directors Playhouse," which will have completed its one-year commitment in September.

The new show will star Ozzie and Harriet Nelson and their two children, David and Ricky. In making the announcement, W. B. Potter, Kodak director of advertising, said, "Our aim in television advertising of popular still and movie products has been to find a program vehicle that will reach the whole family, including teenagers. 'The Adventures of Ozzie and Harriet' is known to be very popular with such people."

"Screen Directors Playhouse," currently being telecast over the NBC-TV net work at 8 P. M. will switch on July 4 to the 9 P.M. spot on ABC-TV.

Kodak is also sponsoring the coast-to-coast NBC telecast of the U.S. National Open Golf Tournament from 4 to 6 P.M. EDT on Saturday, June 10, from Rochester, N. Y.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week— through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

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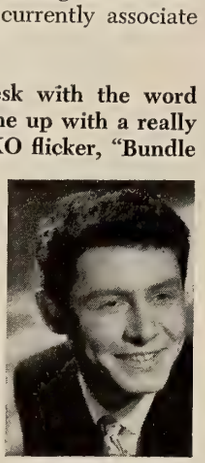
Television--Radio

with Pinky Herman

IN the six months since bowing into the TV scene last October, "Warner Bros. Presents" has boosted its Nielsen NTA from 20.5 to a peak of 30.9, a whopping increase of more than 50%. ABChieftains are also looking forward to the Fall when Screen Gems' "Ford Theatre" moves in from NBC to occupy the Wednesnite 9:30-10:00 p.m. slot. . . . Look for an early announcement by Guild Films of the sale nationally of "Here Comes Tobor," starring 11-year-old Tiger Fafara and the Electronic Man. The 39 telefilms were produced by Guild in association with Carl Dudley Associates at the Samuel Goldwyn Studios in Hollywood. . . . Sure was a grand reunion. We refer to the happy meeting last week when the Art Van Damme Quintet arrived in Gotham from Chicago to guestomp on Max Liebman's "George Gershwin Show" and Dave Garroway's "Today" NBC-TV'ers. When "Garroway at Large" showed the nation the potential of Television way back in 1947, Van Damme's ork was one of the features and the far-sighted, clever and energetic director of the program was a youngster named Bill Hobin, currently associate producer of the Max Liebman Spectaculars.

☆ ☆ ☆

One of our West Coast scouts reports to this desk with the word that songsters Mack Gordon and Joe Myrow have come up with a really great musical score for Eddie Fisher's forthcoming RKO flicker, "Bundle of Joy.". . . CBSolons, hoping to entice some of the "George Gobel" and/or "Hit Parade" TViewers, might find the answer were they to sign Jerome Thor as the lead in the new "Perry Mason" series. Thor, the star of the original 78 "Foreign Intrigue" telefilms, has proven his dramatic talents and in our book should prove a natural in the "Perry Mason" role. . . ."Foundation of the State," produced and directed by Jeanne Harrison and telecast recently as a one-time program over 43 stations in New York State, was cited by the Ohio State University for its "significant and sensitive treatment of the idea of cultural diversity as a way pointing up the anti-discrimination theme.



Eddie Fisher

☆ ☆ ☆

Dr. Frances Horwich, National Supervisor for all NBChildren programs, is currently in Chicago to set up Station WNBQ as an experimental Lab for all moppet shows. New programs will appear locally here and groomed for subsequent programming on the network. "Ding Dong School" will originate in Chicago all this week. . . . A note from the J. Walter Thompson Press dep't advises that "the name of the Italian-born soprano who stars in the Ford Star Jubilee production of "A Bell For Adano" over CBS-TV Saturday, June 2, from 9:30-11:00 p.m. (EDT) is not spelled—(here it lists 18 mis-spelled variations of the chantootsie's moniker). However, at the bottom of the page, we find—"the coorect spelling is Anna Maria Alberghetti." (Well, guess that must be the COORECT spelling.). . . . Jack Russell, former featured singer on "Your Show of Shows" who has just returned from a concert tour throughout the mid-west, has been signed by producer Lesley Savage to appear this summer in the "Theatre-Go-Round" Stock Company at Virginia Beach, Va., starting June 26 when he'll star opposite his wife, Paulette San Marchi in "Anniversary Waltz." Coincidentally enough, that date marks their first wedding anniversary and is also the golden anniversary of Theatre-go-round there. . . . Publicists Nell and Milburn McCarty have adopted a one-year old boy named Scott.



Frances Horwich

☆ ☆ ☆

Don Fedderson, producer of hit series including "The Millionaire," "Do You Trust Your Wife?," "Life With Elizabeth," currently in Gotham with a pilot of a new half-hour situation comedy "Date With the Angels," starring Betty White and Bill Williams. . . . Two deals on the fire for Les Freres Ritz. They'll soon star in an NBC Spectacular and will soon be seen in a once-a-week hour long TV series to originate in Hollywood. . . . The works of Jehuda H. Wohl, Israel's most noted composer, which have won national acclaim, are made available in the U.S.A. thru Sesac.

Loew's

(*Continued from page* 1)

lieved to be dependent on two i dependent factors—a tax ruling the choice between outright sale a limited sale of the television ri only. The tax ruling conc whether or not the Bureau of I nal Revenue will classify the sal television rights as capital gai ordinary income.

No Clear Ruling Seen

Tax lawyers who have followed intricacies of previous sales of m company backlogs to television that no clear ruling has been m by the Bureau even in the case of sale of all rights to old pictures, cluding theatrical reissue and rem For instance, the sale in March the Warner backlog to PRM, Inc Chesler company, is dependent o tax bureau ruling, which has not been made.

Attorneys for Loew's, Inc., h made no formal application to Bureau for a ruling on a specific d but it was reported here yester that informal talks had been held whether or not the "principle of d sion" could be invoked in the sale television rights. That, it is explai would allow a company making a of its pictures to television to spe the television rights only, just as tain specified rights to a liter property are sold and still listed capital gain rather than income.

Offer by Ridgeway Corp.

The offer from Chesler was m by Ridgeway Corp., a "shell" co pany like PRM, Inc., which bou the Warner backlog. The Loew d if it is completed, will leave Pa mount and Universal as the only co panies which have not made b sales of their libraries. Leasing 20th-Fox of 52 pictures to Natio Television Associates was announ yesterday.

Academy Plans Electi

HOLLYWOOD, May 15.—Offic will be elected by the Academy Motion Picture Arts and Sciences the first meeting of its 26-man bo the week of May 27.

The Academy disclosed here to that 13 hold-over members and newly elected to two-year terms v attend the session.

Please Transpose Cuts Of List and Schwartz

Several readers who swore that th did not have hangovers phoned M tion Picture Daily yesterday to ma sure. It seems that on Page 11 yesterday's issue, the photo of RK Theatres' Albert List was where S Schwartz' picture should have be or vice versa. Well, you see, this what happened. (Editor's note: A cut it out. Mistakes like that happ even with the New York Times, whi is a good paper, too.- And so, o of those gremelins—.

ara. Shorts

(Continued from page 1)

produced or released by 20th Cen-y-Fox.

Under the deal with U M & M, A acquired the TV rights to the amount shorts which U M & M rchased for approximately $3,500,-) several months ago. NTA, Lan-u said, is paying "in excess of" 000,000 for the U M & M library, ich also includes a number of syn-ated film series made expressly for —"Duffy's Tavern," "Janet Dean,"

In announcing the 20th-Fox agree-nt, which is reported in that com-ny's annual stockholder's story else-ere in today's MOTION PICTURE AILY, Landau said he looks forward "its evolution to include other im-rtant releases" from the same com-ny.

Selznick Sale Recalled

NTA is the company that six nths ago made TV industry his-y and set something of a prece-nt when it purchased 10 major pic-es from David O. Selznick for proximately $110,000 a piece, the ghest price then paid by a television stributor for indiivdual theatrical ns. In connection with the Selznick al, Landau told the stockholders at the company already has suffi-nt contracts to cover the capital ks involved and should show "a bstantial profit" in the near future. The U M & M acquisition, Landau ntinued, gives NTA television rights the Paramount shorts worldwide, us theatrical rights outside the nited States and Canada.

Assets Over 10 Million

It also brings the company's cur-nt assets up to more than $10,000,-)0, from the total of $6,125,573 ported as of Jan. 31.

Landau further reported that total m rentals in the first six months the current fiscal year were ,494,888, equal to 105 per cent of e total film rentals for the full fiscal ar ended July 31, 1955. NTA's t income of $145,051 in the six nths ended January 31, 1956, was uivalent to 22 cents per share, com-ared with a net loss for the entire cal year ended last July 31.

BC TV Film Unit yes Foreign Market

The ABC Film Syndication subsidi-y of American Broadcasting-Para-ount Theatres is surveying the for-gn market with an eye to providing rogramming needs abroad, Leonard . Goldenson, president, stated here esterday.

Goldenson, in company with his ife and George Shupert, president ABC Film Syndication, will sail day for Europe to meet with lead-g TV executives in England and the Continent.

The AB-PT head told stockholders esterday that the film syndication ubsidiary is showing good progress.

AB-PT Net Profit Rises

(Continued from page 1)

stockholders representing 87.3 per cent of the outstanding common stock, disclosed that theatre business is not up to last year's level in comparison to the emergence of the broadcasting division as a sound, rapidly-growing and increasingly profitable operation.

The AB-PT head, in discussing the operation of United Paramount Theatres, said that "I do want to stress that our theatre business has been and is a consistently profitable operation, which, in addition, supplies a good cash flow through its high depreciation."

Sees a Sellers Market

Goldenson, continuing, said that the "present short supply of pictures has brought about a seller's market with increased competition for pictures by exhibitors. Consequently, theatres are being forced to pay substantially higher film rentals for pictures. This product shortage, moreover, has contributed to a pattern of uneven distribution, which results in acute scarcity of product during certain periods of the year."

In reply to a question, Goldenson, said, at the conclusion of the annual meet, that the AB-PT advance 10-point program, which was highlighted by an orderly release of product throughout the year, "was making some progress."

The AB-PT head said that the company operates 589 theatres, 16 having been divested since the end of 1955. Goldenson told the stockholders that the company is intensifying its examination of the theatre operations and "in the course of evaluating our present properties, we may dispose of those theatres which may become uneconomic and do not show a proper return on our investment. The disposition of such properties improves our financial position. The process of weeding out properties that are no longer economic as theatres, not only realizes for the company a conversion of our assets into cash which can be put to better use in our business, but also enhances the earnings potential and value of the remaining theatres in our portfolio."

Color television may appear on the American Broadcasting Co. in the Fall of 1957, it was indicated yesterday by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres. Goldenson said that the advent of color TV will depend on the number of color TV home receivers in operation at that time.

Says Industry Is Sound

Goldenson stated that the motion picture business is "basically sound—and good theatres, properly located, equipped and maintained, do extremely well in the exhibition of quality product. This I state as a fact, because we know from our own operation that theatres with a certain group of characteristics can earn most satisfactorily. These theatres, coupled with the quality pictures which the producers in Hollywood have demonstrated their ability to make, will support a motion picture industry which will be a fine service to the American public and a profitable enterprise to security holders."

He said that the most significant development during 1955 was the American Broadcasting Co. emergence as a sound and increasingly profitable operation in the field of television. He attributed the ABC growth to the company's overall cash position. Although major investments are paying off in terms of increased program sales and greater rating, ABC's continued growth in facilities and programming development, and preparation for color TV, will require substantial resources, he said. To assure this, and still maintain a strong current cash position, AB-PT is negotiating an increase in its outstanding loans, he explained.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, yesterday stated that he is "in favor of an industry roundtable meeting" to solve mutual problems. This reply was given in answer to a question concerning the call for such a meeting by the Allied States Association.

Cites TV Advances

Goldenson said that the Disneyland Amusement Park, in California, in which AB-PT has a 35 per cent interest, is operating profitably. Microwave Associates, in which AB-PT has a one-third interest, continues to show improvement in sales and earnings and Technical Operations, another scientific company in which AB-PT has a stock interest, also reports an increase in its business, he said. He also said that the AB-PT phonograph record subsidiary, Ampar Records, is currently operating in the "black."

Several Stockholders Pose Questions

Stockholders' questions at the meeting varied from those seeking an answer to why three AB-PT directors did not have stock interests in the company, to a reclassification of the stock into two categories so that dividends could be payable in cash and stocks. Goldenson, in reply to a query concerning picture product, said that 10 years ago, an average of 650 films were annually produced, while now there are roughly 225 to 250 features, not counting the 60 to 70 foreign films released domestically.

The stockholders elected all AB-PT directors and approved a resolution recommended by management which pertained to an amendment of the by-laws to have 17 directors on the board. The directors which were elected were Earl E. Anderson, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Robert H. Hinckley, Robert L. Huffines, Jr., William T. Kilborn, Robert E. Kintner, Sidney M. Markley, Walter P. Marshall, H. Hugh McConnell, Edward J. Noble, Robert H. O'Brien and Robert B. Wilby.

The AB-PT board of directors, which met following the stockholder meeting, reelected all officers. Reelected were Goldenson, president; Herbert B. Lazarus, Hinckley, Edward L. Hyman, Kintner, Markley, vice-presidents; O'Brien, vice-president and secretary; Simon B. Siegel, treasurer; James L. Brown, comptroller and assistant treasurer; Edith Schaffer, assistant secretary, and Geraldine Zorbaugh, assistant secretary.

Predicts Decrease in Anti-Trust Suits

A decrease in the number of anti-trust suits was forecast here yesterday by Otto Koegel, chief counsel for 20th Century-Fox, at the company's annual meeting of stockholders.

Koegel based his forecast on the enactment last year by Congress of the Universal Statute of Limitations. He expressed his belief that next year and in the subsequent year, the amount 20th-Fox will pay in settlement of such suits will be cut to 50 per cent.

Buff. Power Failure Blacks Out Theatres

BUFFALO, May 15.—The most extensive blackout in the history of Buffalo, Western New York and the Canadian border Sunday night, caused by power failure at one of the big power plants at Queenston on the Canadian border, failed to cause any panics in any of the many theatres affected in the area. Audiences took the blackout stoically, but there was considerable griping among patrons when the power failed at exciting points in the screenplays.

Some patrons waited for service to be resumed while others requested passes to return at some other time. In some instances, patrons demanded their money back. Manager Edward Miller of the Paramount said about 800 viewers filed out in orderly fashion after about half an hour, while 700 others waited until power was restored. The Paramount, incidentally, threw into operation its emgency 25-cycle plant, which lighted the auditorium and the marquee. As a result, this theatre was the only bright spot along the main stem and the Evening "News" used a three-column cut on page one showing the front of the theatre under the tile, "The Light That Didn't Fail in Buffalo's Blackout."

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National Pre-Selling

WITH the review of "The Swan" appearing in the June issue of "Good Housekeeping," a new policy has been established at this women's service group magazine. Each month one or more motion pictures will be selected for review by Ruth Harbert, "Good Housekeeping's" motion picture editor.

The review of this new M-G-M picture is headed by the line, "Here's a good picture." Mrs. Harbert goes on to say, " 'The Swan' is refreshing, gay, wistful, amusing and beautiful. Do see it. We're positive you won't be disappointed." She concludes her review by saying, "We hope you'll give a good break to a good picture by going to see it."

•

Rod Steiger of "The Harder They Fall" and "Jubal" is the subject of a very interesting personality story appearing in the May 25 issue of "Collier's." Attractive full-color photos (one covering a full page) made on the Columbia sound stages illustrate the article. The story, written by Aline Mosby, should create additional interest in the acting of Rod Steiger.

•

"The Man Who Knew Too Much," starring James Stewart and Doris Day, has been selected by "Seventeen" as the picture of the month for June.

•

"Gaby" is advertised on the table of contents page of "McCall's" May issue.

•

The motion picture editors of "Life" used a new approach to preview "Lovers and Lollipops" in the May 14 issue.

The star of this film, which will be ready for national release next month, is a seven-year-old actress, Cathy Dunn. She had an escort in Richie Andrusco (a star in his own right) while seeing "Lovers and Lollipops" for the first time. "Life" photographed the young thespians during the preview. They are shown wiggling, giggling and blissfully delighted at the happy ending.

•

Marilyn Monroe, star of "Bus Stop," is the cover girl on the full-color cover of the May 29 issue of "Look" in a very unusual pose.

•

Sidney Kaufman has written an interesting article about foreign films being readied for release in the nation's theatres. It is published in the June issue of "Entertainment."

Kaufman has done an extensive research job in getting information on motion pictures produced in Europe and Asia. The article is illustrated by production set photos of "The Adventures of Baron Muenchhausen," "Legends of Anika," "Melody Beyond Love" and many other films.

•

John Huston's "Moby Dick" will receive "Parents" Magazine's special merit medal award for June. The motion picture editor of "Parents" says " 'Moby Dick' is a truly great film."

•

"Photoplay" has a two-page spread on "Trapeze" in the June issue. It is printed in full color on black coated paper, carrying attractive photos that were made on location in a circus arena in Paris.

•

Olivia De Havilland, star of "The Ambassador's Daughter," has written a delightful story of her marriage to a Frenchman for the May 20 issue of "This Week." It is illustrated by a full-color page photo of Olivia and a candid camera shot of her wedding procession in a village in France.

•

"It Happened One Night," "Gaby," "Jubal," "Miracle in the Rain" and "The Birds and the Bees" are recommended to the readers of "Woman's Home Companion's" May issue.

WALTER HAAS

See Better Working Relationships

Progress of Cinerama Productions Told to Stockholders; 1955 Net Up

A prediction that Cinerama Productions Corp. will satisfactorily complete its negotiations with the Stanley Warner Corp., Cinerama, Inc., and the Lansing Foundation aimed at more satisfactory financial returns for Cinerama Productions and a more agreeable working relationship among the four firms was made yesterday by Mile J. Sutliff, president of Cinerama Productions, at the annual stockholder's meeting in the Barbizon Plaza Hotel here.

Sutliff told the stockholders that in his view the corporation had made admirable progress over the last year and a half in retrenching its expenses and renegotiation of contracts aimed at more favorable terms for his company. He was highly optimistic in his predictions for the future. The deals with the other companies currently pending, he said, would make for a unity of purpose and eliminate overlapping of function and internecine disagreements. Further details, Sutliff added, would be forthcoming after the final completion of the deals.

$277,095 Before Taxes

The net profit of the company for the year ended Oct. 31, 1955, Sutliff said, was $277,095 before taxes, as compared with $161,887 before taxes for the same period in 1954.

All seven members of the board of directors were reelected by the stockholders at the meeting. These are: Louis B. Mayer, Milo J. Sutliff, Perry N. Selheimer, Ira S. Stevens, Theodore R. Kupferman, John R. Boland and Irving N. Margolin. The stockholders approved and ratified a stock option arrangement for Sutliff, tendered him as an inducement to his continued association with the company, which Sutliff has served as president without salary up to the present. Granted him is an option on 5,000 shares of the company's stock, exercisable at any time after Dec. 1, 1956, and not later than Dec. 1, 1959. According to the company's annual report, there are now $1,024,000 shares of company stock outstanding, and options and warrants representing 35,500 shares.

Sutliff told the stockholders that the company had paid off in full, as of June 24, 1955, the loan at the Banker's Trust Co., which at one time had been at a high of $1,600,000. The present negotiations with Stanley Warner, he said, are aimed at arranging for a percentage to be paid to his company currently of income from future productions.

Negotiations with the Lansing Foundation, he said, call for the reduction and termination of the company's obligation to the Foundation in connection with its original interim loan made prior to the final transfer of Cinerama Productions Corp.'s rights and obligations in the Cinerama process to Stanley Warner.

Movielab Expands Into WB Building

John J. Reynolds, Inc., has leased for a long term to Movielab, Inc., 70,000 square feet of space in the 10-story Warner Brothers building in New York City.

The TV motion picture producer plans to spend $1,000,000 on improvements, including air-conditioning. The company already has built a theatre on the eighth floor of the structure and is in process of installing another one on the seventh floor for showing colored television film to exhibitors.

The building's name is to be changed to the Movielab Building.

Movielab has also leased the 50 x 100 foot parking lot on the 55th Street side of the building. Aggregate rental of all the Movielab space, including the parking lot is $2,500,000 over the term.

Bernard Buchwald, attorney, of the firm of Hoffman, Buchwald, Nadel, Cohen & Hoffman, acted for Movielab in the transaction.

GM Dedicates Center On Closed-Circuit

DETROIT, Mich., May 15.—Formal dedication of the new General Motors Technical Center here took place on a closed circuit telecast yesterday which was received in 61 cities in the U. S. and Canada over the facilities of Theatre Network Television.

The telecast featured the appearance of President Eisenhower from the White House by closed circuit TV.

The big-screen, closed circuit show, was the 100th telecast presented by TNT.

PEOPLE

John T. Ross, general manage Robert Lawrence Productions of C ada, has been named vice-presi of the company.

□

Al Hedison, leading man in Month in the Country" will be sented with **Danny Blum's** "The World Award" on May 22.

□

Jack Emanuel has been na story editor for the TV series, "V ner Brothers Presents," over the A Network.

□

R. W. Favaro succeeds **William Schaefer** as assistant to MGM p licist **Norman Pyle** in Chicago.

□

Emmet Kelly, world famous clo has been contracted by the R Theatre to perform on its stage ginning May 24.

To Launch New Pa With Indonesia

Negotiations between the Mot Picture Export Association of Am ica and the government of Indon will be launched here shortly to fo ulate a new film import license ag ment, William Palmer, Indones representative of the MPEA, sta here yesterday.

Palmer, who recently arrived New York from Djarkarta for MP home office conferences, said that will go to Washington today for c ferences with president Eric Johnst and to meet the president of the donesian government, who is curre ly in this U. S. He said that he a will attend the Johnston party in H lywood at the end of the month a will not return to Djarkarta until m June, following the arrival of Irv Maas, MPEA Far East official, h

Palmer said that the present f agreement, which provided for licenses of which M-G-M received largest number, has expired and t negotiations for a 1956 agreement v be launched shortly. He said that per cent of the playing time in Indonesian theatres is taken by U. product. The MPEA official ad that he is of the opinion that the cently agreed upon global lice formula will be utilized by the Am ican companies in the new Indones pact.

The overseas representative s that the motion picture business Indonesia grossed about $150,000,0 last year, of which one third went the U. S. companies, another third local exhibition, and the remain third to the government. He said th the U. S. companies, under In nesian law, are allowed to take only between 40 to 50 per cent their gross.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 96. NEW YORK, U. S. A., THURSDAY, MAY 17, 1956. TEN CENTS

dds 2 V-P's

MGM Mulling Several Offers For Backlog

Jame Barry, Walker as Officers; 25c Dividend

By LESTER DINOFF

Continued discussions on the possible sale of 770 M-G-M feature motion pictures and 900 short subjects produced prior to 1948 will take place among the management and directors of Loew's, Inc., according to Howard Dietz, vice-president and director of the company, who reported that the Loew's, Inc., board yesterday did not take any "action" at this time on several propositions which would involve the sale of the pictures to television interests.

The Loew's board, besides discussing "all propositions" for the company's backlog of product, elected two vice-presidents and declared a quarterly dividend, Dietz said.

Elected as vice-presidents were Charles (Bud) Barry, who is in

(*Continued on page* 4)

NCA Adopts 3 Resolutions

Special to THE DAILY

MINNEAPOLIS, May 16. – Showing of scene clips from current feature pictures on the television shows of three major producing companies was condemned as "ruinous" to motion picture exhibitors in one of three resolutions adopted at the closing meeting of the North Central Allied convention here today.

The resolution, adopted as a re-

(*Continued on page* 4)

List Some of Fox Product for TV

The 52 films of 20th Century-Fox headed for TV exhibition, under its deal with National Telefilm Associates reportedly will include the following: "The Ox-Bow Incident," "How Green Was My Valley," "Kiss of

(*Continued on page* 4)

Contract Holders Are Informed

Makelim Plan Is Abandoned; 'Peacemaker' to Distributors

By WILLIAM R. WEAVER

HOLLYWOOD, May 16. – Hal R. Makelim today announced the abandonment of the Makelim plan and disclosed his intention to offer "Peacemaker," first film produced for M. P. distribution, for distribution "through established major distribution channels." Makelim also furnished to the trade press copies of his letter of cancellation sent Makelim Plan contract holders, together with replies from some among them.

The letter said in part: "Contracts received by Makelim Pictures, Inc., were not enough to allow them to make proper presentation, or even come close to giving me back my cost of the picture, to say nothing of

(*Continued on page* 4)

Dallas Censor Board Urges Others to Aid Tax Relief Campaign

Special to THE DAILY

DALLAS, May 16.—The enlistment of motion picture review boards throughout the nation in the campaign to abolish the Federal admissions tax was urged here by Mrs. Roderic B. Thomas, president of the Dallas Motion Picture Board of Review, who initiated a drive to obtain Congressional support for the measure.

In letters to presidents of review

(*Continued on page* 4)

Women's Clubs Cite 'Peter,' 'Mitchell'

Special to THE DAILY

KANSAS CITY, May 16.—As a part of a program honoring achievements in various fields of endeavor in this country last year, the General Federation of Women's Clubs, now holding an annual convention here, made two awards to Hollywood studios.

A special award was given to 20th

(*Continued on page* 4)

ITOO Distributing 'Birth of a Nation'

Special to THE DAILY

COLUMBUS, O., May 16.—"Birth of a Nation," which was banned by the Ohio Censor Board for nearly 40 years on grounds of racial prejudice, will be distributed by the Independent Theatre Owners of Ohio.

Robert A. Wile, executive secretary, disclosed that the film will be available to ITOO members first and later may be booked by non-members.

The D. W. Griffith feature opened at Columbus' Indianola Theatre on May 9, and is reported as doing "excellent business."

Admission Prices in Large Cities Higher For Adults, Dip for Children, BLS Finds

From THE DAILY Bureau

WASHINGTON, May 16.—Theatre admission prices in large cities increased for adults and dropped slightly for children during the first quarter of 1956, according to the Bureau of Labor Statistics.

The BLS figures were complicated by a change newly made in the base period for the admission price index. Formerly the 1935-39 period was figured as the base period or 100. From now on BLS will issue figures using 1947-49 as the base period.

BLS said adult admission prices had risen from 124.2 per cent of the new base period in the last quarter of 1955 to 126.3 per cent at the end of March. Children's prices dropped from 110 per cent of the 1947-49 figure at the end of December to 109.3 per cent at the end of March.

The combined index rose slightly from 122.1 per cent of the new base period at the end of 1955 to 123.6 per cent at the end of the first quarter of 1956.

3 Meetings

Allied States Has Busy Week Ahead in D.C.

SSBC, EDC and Board Sessions on the Schedule

From THE DAILY Bureau

WASHINGTON, May 16. – The Senate Small Business Committee hearings here on Monday will launch a series of meetings of Allied States officers and directors, according to a special Allied bulletin.



Abram F. Myers

Sitting in on Monday's hearings, which is to be devoted to distribution testimony, will be Allied officials, who will later convene at a dinner meeting to mull the day's developments. This session, characterized as the regular quarterly directors dinner,

(*Continued on page* 5)

Distribution Cool to Parley

A cool reception in distribution circles yesterday greeted the latest call for an industry round-table conference, issued by Myron Blank, Theatre Owners of America president, upon his return here from Europe on Tuesday.

Some distribution executives contended that the atmosphere currently

(*Continued on page* 5)

Rinzler to Head N.Y. Rogers Fund Drive

The appointment of Harold Rinzler of Randforce Amusement Co. as exhibitor chairman of metropolitan New York for the Will Rogers Hospital Drive to be held in all theatres the week of July 16 was announced yes-

(*Continued on page* 5)

PERSONAL MENTION

JAMES R. VELDE, United Artists general sales manager, will leave York today for New Haven.

•

DONALD A. HENDERSON, treasurer and secretary of 20th Century-Fox, will leave here today for London via B.O.A.C.

•

GERRY G. HOOGHIEMSTRA, regional sales manager for the motion picture division of Philips of The Netherlands in Eindhoven, has arrived in Hollywood from New York.

•

HARRY F. SHAW, division manager for Loew's Poli-New England Theatres, and MRS. SHAW will return to New Haven late this month following a Caribbean cruise.

•

G. RALPH BRANTON, vice-president of Allied Artists and president of International Television Corp., has returned to the Coast from New York.

•

WILLIAM B. ZOELLNER, M-G-M short subject sales head, will leave here Monday for Memphis and other key cities of the South and Midwest.

•

GEORGE NICHOLS, of the M-G-M studio publicity department, will arrive in New York at the weekend from Hollywood.

•

RYUZO OHTANI, executive director of Shochiku Co., Japan, will arrive in New York by plane today from London.

•

WILLIAM BLOWITZ of the Blowitz-Maskell-Seltzer public relations agency in Hollywood, has returned there from New York.

•

FRANK KASSLER, president of Continental Distributing, Inc., has returned to New York from the Coast.

•

ANTHONY QUAYLE, British actor, has returned to London from New York via B.O.A.C.

•

BEN BUTLER, M-G-M salesman in Atlanta, has returned there from New York.

•

GEORGE CUKOR, director, is in San Francisco from Hollywood.

Young Funeral Today

BOSTON, May 16.—Funeral services will be held today in Farmington, N. H., for Walter E. Young, 70, owner of the Strand Theatre here, who died earlier this week after a long illness. He was a pioneer in the industry of more than 40 years of service.

New Boston Measure If Passed Would Hike Theatre License Fees

Special to THE DAILY

BOSTON, May 16.—A proposal for increasing fees for many licenses and permits, which may include those for the operation of theatres in the city, has been introduced into the City Council by Mayor Hynes.

While not elaborating on the proposal, the mayor said the increase would also affect "entertainment licenses," of which the theatres are a part. At present, every theatre owner in the city pays a $10 weekly license fee to operate on Sundays and a $100 yearly fee to operate during the week.

For many years another $2 weekly charge was tacked on as a Sunday license fee to be paid to the Commonwealth, but this tariff was dropped last year when the Massachusetts Supreme Court declared this fee illegal.

New Tape Recorder For Television Use

TV-Audiotape, a new magnetic tape designed for recording both television picture and sound, will be produced and distributed by Audio Devices, Inc., William C. Speed, president, announced. Audio Devices is a manufacturer of sound recording materials.

This new TV-Audiotape will be introduced at the Electronic Parts Distributors Show in the Conrad Hilton Hotel, Chicago, starting Monday.

The tape is made on a base of Mylar polyester film one-mil thick and two inches wide. It was developed for use in a new electronic machine which simultaneously records picture and sound of television programs and plays them back through the regular television system.

The electronic device for recording television programs on magnetic tape was first demonstrated last month in Chicago, by Ampex Corp., in conjunction with the annual convention of the National Association of Radio and Television Broadcasters.

Atlanta Tent Starts Old Newsboys Sale

ATLANTA, May 16.—Five members of Atlanta Tent No. 21, Variety Clubs, contributed $810 in the sixth annual Old Newspaperboys Day, which raises funds to combat cerebral palsy.

Earl Howard, Robert Wilder, Mills B. Lane, Jr., Lex Benton and E. E. Whitaker paid the sum for the purchase of the first five copies of a special edition of the Atlanta "Journal Constitution." An additional 100,000 copies of the paper will go on sale tomorrow.

4 Theatres Damaged By Ohio Tornado

Special to THE DAILY

CLEVELAND, May 16. — Four theatres in this city reported damage yesterday as the result of last Saturday's freak tornado that left its mark in the Ohio area.

The Lyceum Theatre, which reported the storm swept a 40 by eight foot piece of roofing onto a stairwell, was closed after the power was cut off by the 100 MPH winds. The roof of the Hilliard Square Theatre was torn off in places, forcing the closing of the house for a week.

The Beackcliffe Theatre was shut down for 36 hours after a portion of the roof was blown away and the Memphis Theatre, playing only a part-time policy, also suffered roof damage.

Only slight damage was reported by two drive-in theatres. The Salem Drive-in at Salem and the Ravenna Drive-in at Ravenna, both owned by Paul Vogel, reported their attraction boards were sheared off. At the Salem, aluminum fencing was blown away, with flying pieces of the metal scratching parked cars. Other exhibitors reported no screen towers or concession stands were damaged.

UA Contest Calls for Filling Out Forms

A "Trapeze" contest promotion backed by an estimated $500,000 of co-op advertising has been set by United Artists and Exquisite Form Bra, it was disclosed yesterday by Roger Lewis, UA national director of advertising, publicity and exploitation.

By way of a search for "Miss Exquisite Form of 1957," the contest will spotlight bookings throughout the 32 exchange cities of "Trapeze," a Hecht - Lancaster production, that stars Tony Curtis, Burt Lancaster and Gina Lollobrigida. The film stars will be included in the panel of judges that will determine the winner after regional elimination contests.

Kintner Announces 2 ABC Appointments

Mrs. Geraldine B. Zorbaugh, assistant secretary of American Broadcasting-Paramount Theatres, has been named vice-president and special assistant to the president of the American Broadcasting Co., it was announced here yesterday by Robert E. Kintner, president of ABC.

At the same time, Kintner announced the appointment of James A. Stabile, vice-president of ABC, as general counsel and vice-president, to head up the newly-consolidated business affairs and legal departments of the network. He is also an assistant secretary of AB-PT.

Chicago Welcome fo Whitney 'Searchers' At World Premiere

From THE DAILY Bureau

CHICAGO, May 16.—"The Searc ers," initial production of C. Whitney Pictures Co., had a brillia world premiere screening at the Cl cago Theatre here tonight. A crov estimated by police at 10,000 greet John Wayne, Ward Bond and oth celebrities as they entered the the tre.

Wayne, star of "The Searcher climaxed three hectic days in Chica by making a personal appearance the stage. Gov. William E. Stratt and Mayor Daley welcomed him, t former presenting him with a placq acclaiming him the state's outstan ing screen star. This at the request the Illinois Theatre Owners Assoc tion.

Whitney, Cooper, Ford Praised

C. V. Whitney, executive produc Merian C. Cooper and director Jo Ford also were lauded.

The event was staged by Balab and Katz and Chicago representativ of Warner Brothers, distributors the film.

Theatre doors opened at 6 P.M with a crowd of 5,000 waiting in lin B and K executives then arranged f a third showing of picture starti at 11:45 P.M. to accommodate t crowds.

Wayne and Bond leave today f Buffalo for personal appearances wi the opening of the picture, aft which they will proceed to Detr and Cleveland.

'Man' Grosses $9,800 At Paramount Debu

An opening day gross of $9,800 w reported yesterday by the New Yo Paramount Theatre which began re ular showings of Alfred Hitchcoc Paramount production "The M Who Knew Too Much."

The opening was backed by advertising campaign in three met politan newspapers. Radio Stati WINS yesterday observed the filn opening by broadcasting three of disc-jockey programs from the Par mount lobby. In its promotion ca paign, the theatre selected a you couple and a pair of models in Moro can costumes, strolling the mid-tow area handing out theatre advertisi cards, many of which were redee able at the theatre lobby for priz or admittance.

'Bold' to Palace

Irving H. Levin's "The Bold a the Brave" will open in New York the RKO Palace Theatre on May 2 Walter Branson, RKO's vice-pre dent, announced.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIr 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

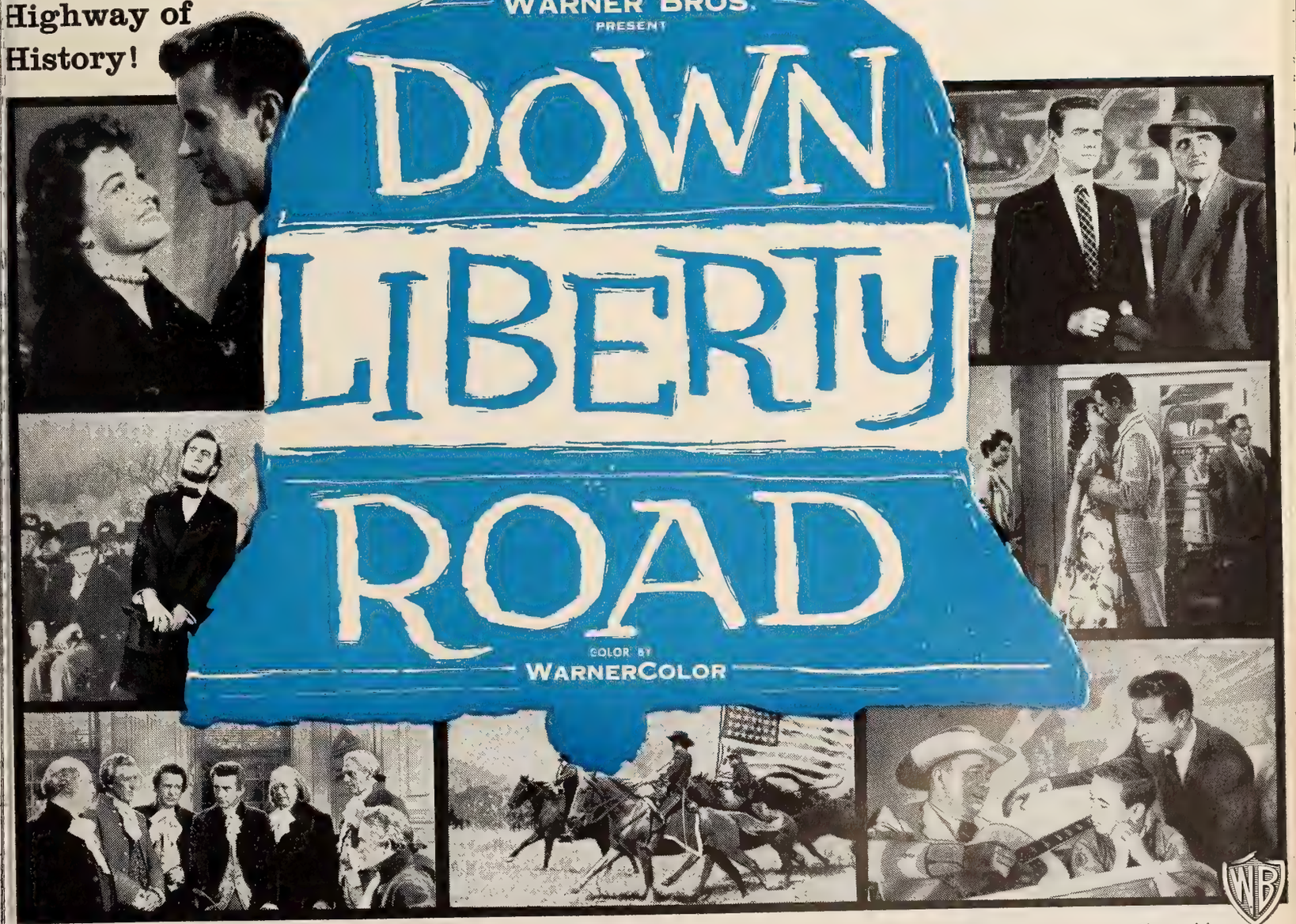
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ANGIE DICKINSON and TEX RITTER · Screen Play by CHARLES L. TEDFORD · LEO S. ROSENCRANS · Produced by CEDRIC FRANCIS · Directed by HAROLD SCHUSTER

Makelim

(*Continued from page 1*)

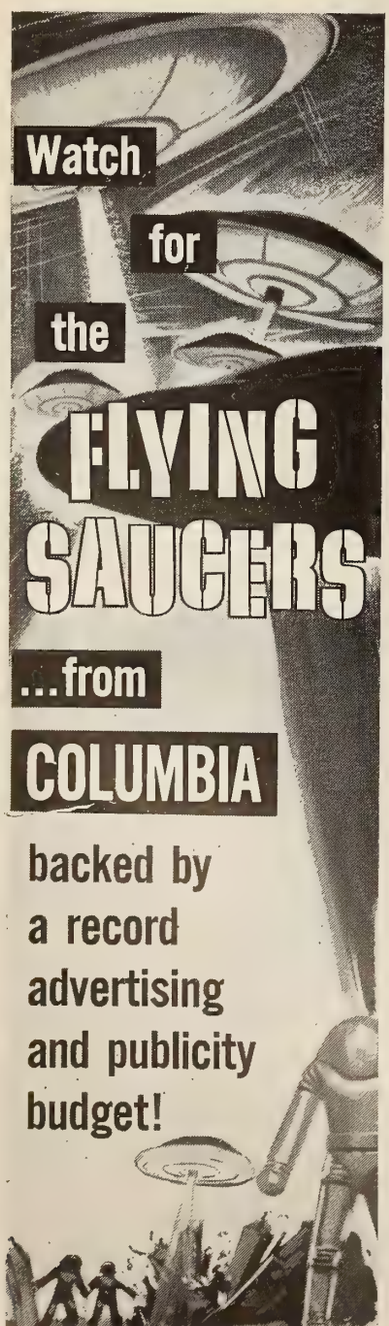
the cost of prints, advertising, etc."

The letter continued, "I need your help and cooperation so I can get 'Peacemaker' on the road, and I'd like to show to anyone I approach on distribution of my picture that I still have your goodwill and support."

The letter asked exhibitors to sign and return the cancellation form.

Makelim launched the Makelim Plan more than two years ago, travelling the country, attending exhibitor conventions and similar gatherings, to explain at first hand his belief that exhibitors facing a product shortage could benefit themselves by contracting with him for 12 feature pictures to be made in a year's time.

Makelim today told MOTION PICTURE DAILY he has no deal for the sale of his picture in negotiation "at this time."



NCA Passes Three Resolutions

(*Continued from page 1*)

sult of figures presented yesterday by Al Sindlinger, industry statistician, charged that the telecasts by Warner Brothers, M-G-M and 20th Century-Fox, were drastically reducing midweek theatre attendance and added that "such television clips have actually cheapened and degraded fine motion pictures by showing them to the public in black and white on a small parlor peepbox which utterly destroys the great technological advances of theatre motion pictures."

Would 'Re-Examine' Advertising

Following the same advertising and promotion line, the NCA convention in a second resolution asked "that the entire basis and long-range purpose of motion picture advertising be re-examined" and "that the present self-defeating, gross over-emphasis on sensationalism and sex . . . be condemned.

Despite a plea by William C. Gehring, vice-president of 20th Century-Fox, that "the government be kept out of the motion picture business and that we settle our problems among ourselves," the convention endorsed a resolution condemning "short-sighted policies of restricting product and refusing to sell except upon terms which will ultimately destroy small theatres" and asked that "Congress be urged to continue its exploration of ways and means of advancing the public interest by preserving the small theatres through federal regulation of the industry if no other means can be found."

Gehring Calls for Unity

In addition to Gehring's speech, which stressed industry unity as the only method of successfully meeting the complex problems caused by television competition, the convention heard Alex Harrison, recently-appointed general sales manager of 20th Century-Fox, and Jack Kirsch, president of Allied of Illinois. Myron Blank, president of Theatre Owners of America, wired that he was unable to reach Minneapolis for his scheduled address.

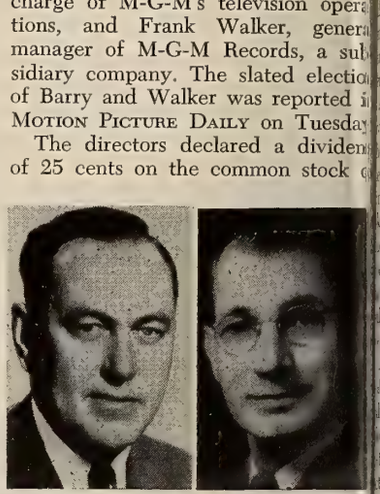
The convention at the close unanimously reelected Benjamin N. Berger as president. Other officers, also reelected, include E. L. Peaslee, vice-president; Lowell Smoots, secretary, and Henry Greene, treasurer.

MGM Mulls

(*Continued from page 1*)

charge of M-G-M's television operations, and Frank Walker, general manager of M-G-M Records, a subsidiary company. The slated election of Barry and Walker was reported in MOTION PICTURE DAILY on Tuesday.

The directors declared a dividend of 25 cents on the common stock



Charles Barry Frank Walker

the corporation, payable on June 3 to stockholders of record on June 1

Dietz, commenting further on the possibility of selling the M-G-M film library to TV, said that Loew's had had "at least 10 offers for the films with the highest reported at $50,000,000 for the outright purchase." He said that while the directors took "no negative or positive action," the matter is "status quo."

The company still is entertaining thoughts of selling or leasing the 774 features and 900 shorts to television, Dietz said. He indicated that discussions will continue to take place among company officers in the next few weeks and that if any positive decisions are reached, a special meeting of the directors may be called.

Special Unit May Be Formed

Among the many avenues of thought concerning the disposition of the M-G-M backlog, which reaches back 20 years, was the formation of a television distribution unit within the realm of Loew's, Inc. It has been reported earlier that some of Loew's officers were leaning toward the formation of a TV releasing organization. These reports grew in strength when Arthur M. Loew, president, announced the appointment of Barry to organize and assume charge of the company's TV operations and indicated that Barry would take charge of the release of the M-G-M film library to TV.

It has also been indicated that Loew's also was mulling a plan to lease a portion of the library to TV distribution, as the company was "somewhat" reluctant to give up negative rights to the films. There were also reports that the company might break down its library into "TV film packages," in the same manner as that which was sold earlier this week by 20th Century-Fox to National Telefilm Associates.

Awaiting IRS Ruling

The company also is awaiting a ruling, it is understood, from the Internal Revenue Service, on whether the sale of TV distribution rights could be considered a capital gain.

'Peter,' 'Mitchell'

(*Continued from page 1*)

Century-Fox for "A Man Called Peter," which was selected as the best picture of 1955 and the top film in depicting the America of the future.

A special citation also went to Warner Brothers for "The Court Martial of Billy Mitchell," which was termed the best picture of last year in depicting historical America.

The awards were presented at a luncheon, with J. R. Neger, branch manager of 20th Century-Fox in Kansas, accepting for "A Man Called Peter," and Arthur DeBra, director of community and exhibitor relations for the Motion Picture Association of America, performing the same service in behalf of Warner Brothers.

Mrs. Dexter O. Arnold, of Concord, N. H., chairman of the communications department of the women's federation, made the presentations.

Seven Radio and Television Citations were presented to the National Broadcasting Co. by the Federation during the convention. Awards went to "Wide Wide World," "Maurice Evans Presents," "News Caravan," "Youth Wants to Know," "Home," "Biographies in Sound" and "News of the World."

MPEA Considered Internal Matters

Internal matters highlighted the agenda of the Motion Picture Export Association directors' meeting which took place here Tuesday, it was reported.

The MPEA meeting, held every Tuesday afternoon, also discussed the labor situation in Chile and the labor negotiations in the Philippines.

Dallas Censor Board

(*Continued from page 1*)

boards, she urged that a resolution which was unanimously adopted by the Dallas board, which favored abolishment of the admissions tax, be adopted and submitted to Congressmen.

Pointing up the plight of the motion picture industry, Mrs. Thomas noted in the Dallas resolution that "approximately 10,900 of the 19,200 theatres are in some form of distress" and that "about 27 per cent are now operating in the red, and about 29 per cent are approaching the break-even point."

The board president said the resolution brings out that "there are several reasons for the distressed financial condition of this branch of the motion picture industry, two of which are the advent of television and burdensome taxation."

Warns of Closings

The resolution declared further that "unless tax relief is forthcoming, many more suburban and small town theatres will be forced to close" and pointed out that "the 20 per cent Federal admissions tax was largely responsible for the closing of more than 6,000 between 1946 and 1954."

The executive board of the Council of Motion Picture Organizations of Texas has gone on record as favoring the measure.

List Some of Fox

(*Continued from page 1*)

Death," "The House on Ninety-second Street," "Les Miserables," "The Foxes of Harrow," "Mother Wore Tights," "My Gal Sal," "The Eddie Rickenbacker Story," "Crash Dive," "The Black Swan" and "Centennial Summer," it was reported.

Allied's Week

(*Continued from page* 1)

ll be followed by a meeting of the nergency Defense Committee, un- r the chairmanship of Benjamin N. rger.

Allied president Ruben Shor has vited Myron Blank, president of neatre Owners of America, to attend e EDC meeting along with a TOA mmittee. In New York, Blank, ked if he would attend, replied on uesday that some TOA representa- es would be present. Sitting in on e EDC meeting, according to the lletin, will be Allied directors as ell as EDC members.

At the EDC meet, according to the lletin, "the subject of distributor- hibitor relations will be fully ex- lored in the light of the proceedings efore the SSBC and a program of tion will be formulated for consid- ation by the board of directors."

To Continue Through Wednesday

The board meeting will open at the Washington Hotel Tuesday morning nd continue through Wednesday, ith the first session slated for a dis- ussion of the EDC meet of the pre- ious evening, as well as selling poli- ies and practices. Among the topics n the agenda are the sales policies f M-G-M and Paramount, as well as trial balloons in connection with The Ten Commandments'," and al- ged "gradual elimination of estab- ished, orderly availabilities of sub- un theatres."

Other topics to be considered by he board will include "the chances or further admission tax relief during he present Congress and whether a ax drive by Allied is warranted at his time," and "the revival of 16mm. hows by taverns, especially in New England." The bulletin went on to ay that a question has been raised oncerning the proper clearance over elevision in connection with the 52 Warner Brothers pictures which Dominant Pictures Co. says it will eissue to theatres. Cooperation with he Society of Motion Picture and Television Engineers on equipment standardization also is on the agenda. The board, in addition, will hear a report from Julius Gordon, Allied secretary, on conditions in the motion picture business in Europe as observed on his recent trip.

Warns of 'Disaster'

"The precipitate decline in theatre attendance in the past six months, coupled with the inability to obtain a steady flow of suitable product on livable terms with which to combat it, sums up the exhibitors' problem," according to the bulletin. The Allied bulletin warned that "unless it can be solved, thousands of theatres and perhaps the whole industry is threatened with disaster."

'Junction' to Hall

MGM's "Bhowani Junction," starring Ava Gardner and Stewart Granger, will be the next attraction at the Radio City Music Hall, opening on May 24.

In Annual Bulletin

UK Board of Trade Reports Attendance Slump in 1955

By PETER BURNUP

LONDON, May 16.—The largest decrease in theatre attendance in five years has been reported for 1955 by the Board of Trade in its annual report on the motion picture industry which contained a charge that "1955 was not as good a year in the cinemas as compared to 1954."

Disclosing that theatre admissions were about seven per cent less than the 1954 total, the report said it reflects the greatest annual drop since the statistics were first collected six years ago. The relatively low third quarter figures were the result of poor weather, the board said, because in previous years this quarter had boosted attendance to a considerable degree. They also believed these attendance figures reveal a continuing box-office cutback.

4,472 Houses Operating

Statistically, the Board of Trade reported that returns for the fourth and final quarter of 1955 show that 4,472 theatres were operating with a total seating capacity of 4,147,000. Admissions during this quarter totaled 276,366,000, as compared to the comparable period in 1955, when 291,061,000, or a five per cent decrease, were reported.

The board in its Journal said "the admissions decrease is general throughout all regions although it is slightly greater in the Southern region and London and in the Southwestern area, which showed eight and nine per cent admission cuts. The opening of commercial television in September, 1955, may have contributed to the lack of admissions in these areas. Theatres generally show decreases in attendance as compared with the fourth quarter in 1954 and the third quarter of 1955."

Gross Off Slightly

A gross of $69,980,400 was slightly lower than the same fourth quarter of 1954, the report disclosed, and it showed little change in the various areas. The average admission price disclosed was 25 cents, or a one-third of a cent increase over the third quarter of 1955.

The Journal said "the net number of theatres closed during the year, after allowing for the 53 reopened houses, is approximately one per cent of the total. A higher proportion in net closures than in 1954 were those theatres seating fewer than 400 patrons."

Recession in Rentals

Statistics show the total gross film rentals charged in 1955 fell slightly as compared to 1954, to $64,473,200. The Board said the decrease largely occurred in the second half of the year. Rentals charged for British films during this second half were nearly 15 per cent below the corresponding period for 1954. Rentals charged on British films in 1955 totaled $21,827,200, or 30 per cent of all rentals. This contrasted, the Journal said, with a British figure of 33 per cent in 1954. The Board believed this to be in line with the change in the proportion of British films showing during the final quarter of 1955 by major circuits, which account for a large part of the gross rentals.

Distribution Expenses Rise

Statistics also reveal a sharp rise in direct distribution expenses of print costs, advertising, trade-shows and other functions. The second half of 1955, which took more than 20 per cent gross rentals, compared with 16 per cent for the same period in 1954, and 17 per cent for the initial half of 1955. The sum total paid last year to producers for film distribution in their behalf was $41,865,600, or four per cent lower than 1954. The amount paid to foreign producers totaled $29,996,400, or practically the same as in 1954. Payments to British producers fell sharply in 1955, reflecting a decrease of over 12 per cent. The amount paid producers for films bought outright in 1955 was $900,-800, as against $912,800 in 1954.

Rinzler Heads

(*Continued from page* 1)

terday by Ernie Sands, branch manager for Warner Brothers and local distributor chairman for the 1956 Will Rogers Memorial Hospital audience collection campaign.

Charles Smakwitz, zone manager for Stanley Warner Jersey Theatres, was named Northern New Jersey exhibitor chairman, with Sidney Stern, president of N. J. Allied Theatres, as assistant.

Branch managers, salesmen and exhibitors in New York and all other exchange cities will meet today to launch their respective city's audience collection drive. Showmen will listen to the committee on a telephone hook-up this morning, originating from the Stanley-Warner board room, where addresses will be made by campaign officials. Talks are to be given by Abe Montague, president of the Will Rogers Memorial Hospital; Si Fabian, treasurer and national chairman of the drive; Charlie Feldman, national distributor chairman, and Gene Picker, national chairman of fund raising and finance.

'U' Salesman Dies

SALT LAKE CITY, May 16.—Shirl Thayne, 51, Utah salesman for Universal for the past 10 years, died here of a heart ailment. He had been associated with Fox-Intermountain before going to U-I.

PEOPLE

Jesse White, with Martin Theatres, Columbus, Ga., for the past 20 years, has been named district manager in central Georgia and central Alabama. **T. C. Laird** has been named city manager in Columbus, White's former post.

□

Jay Eliasberg has been named to the newly-created post of assistant director of research for CBS Television. He had been research projects supervisor.

□

Kenneth MacElmurray, assistant manager of the Majestic Theatre, Houston, for Interstate Theatres, has been transferred to a similar post at South Main Drive-in Theatre. **Sid Coates** has been transferred from the South Main to the Tower.

□

Paul Weeks, staff writer of the Los Angeles "Mirror-News," and **Prof. Robert E. G. Harris** have been engaged as technical advisors for the Perlberg-Seaton production, "Teacher's Pet," a story with a newspaper background.

Cool to Parley

(*Continued from page* 1)

is not conducive for such a conference. They pointed to the recent testimony of Allied States and TOA officials before the Senate Small Business Committee, complaints which distribution is slated to answer at SSBC hearings on Monday. One sales executive felt that nothing would be accomplished by such a meeting.

Blank, at a trade press conference before departing for Des Moines said that TOA will join with Allied in meeting with distribution as a group or as individuals "to bring about a program of resolving mutual problems."

Name Two to Handle Columbia Radio-TV

Roger Caras and Ethel Edell will handle radio and television contact activities for Columbia Pictures in the East, it was announced yesterday by Howard LeSieur, director of advertising, publicity and exploitation. Caras was formerly in the company's exploitation department, while Miss Edell has been engaged in radio-TV contact before.

CHICAGO, ILL. 1327 S. WABASH
NEW YORK, N.Y. 341 W. 44th ST.
ORDER YOUR SPECIAL TRAILERS FROM FILMACK
FOR SERVICE AND QUALITY
SEND US YOUR NEXT TRAILER ORDER. WE GUARANTEE SATISFACTION!



OFF TO A FLYING START!

and from
LOUELLA PARSONS:

"Hollywood is talking about the incredible interest expressed by fans and those in the industry over the Flying Saucers Film, 'Unidentifying Flying Objects' made by Clarence Greene and Russell Rouse with our Government's knowledge. It actually shows pictures of the saucers and is attracting front page and editorial attention although what the saucers are is still a mystery."

NA224 CGN PD=WN LOS ANGELES CALIF 10 NFT= 1956 MAY 10 PM

:WILLIAM J. HEINEMAN:

UNITED ARTISTS CORP 729 SEVENTH AVE=

DEAR BILL: CONGRATULATIONS ON SMASH OPENING "UNIDENTIFIED FLYING OBJECTS" FOX WILSHIRE THEATRE, BEVERLY HILLS, CALIFORNIA. PICTURE HAS HAD BIGGEST MID-WEEK OPENING IN LAST YEAR. WE LOOK FORWARD TO AN OUTSTANDING ENGAGEMENT BECAUSE PATRONS COMMENTS ARE EXCELLENT. KINDEST REGARDS AND BEST WISHES=

:EDWIN F ZABEL=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 97 NEW YORK, U.S.A., FRIDAY, MAY 18, 1956 TEN CENTS

On 2 Plans

Ad Men Meet To Study Ideas For B.O. Lift

Johnston, Clark Confer At MPA Sessions Here

Ways and means of improving the box office by the utilization of advertising and promotional ideas were aired further here yesterday at a meeting of the advertising-publicity directors committee of the Motion Picture Association of America with Eric Johnston, MPAA president, and Kenneth Clark, vice-president.

Jerome Pickman, vice-president of Paramount Film Distributing Corp., in charge of advertising, publicity and exploitation, who is chairman of the MPA committee, said that various suggestions for business stimulants and other matters will receive further consideration at subsequent meetings of the group.

Johnston, who recently returned

(*Continued on page 7*)

Seek to Limit Station Control

From THE DAILY Bureau

WASHINGTON, May 17. — Sen. Bricker (R., O.) has introduced legislation to prohibit one person from controlling television stations covering more than 25 per cent of the country's population. He would substitute this rule for the commission's present standard limiting any one person to five VHF TV stations.

Bricker said his proposal was aimed

(*Continued on page 7*)

Daff, Aboaf Off Today For 'U' Europe Meets

Alfred E. Daff, executive vice-president of Universal Pictures and president of Universal International Films, its overseas subsidiary, and Americo Aboaf, vice-president and general manager of Universal International Films, will leave today for

(*Continued on page 6*)

Report New Fabian Talks with Justice

From THE DAILY Bureau

WASHINGTON, May 17.—Principals in the group which recently acquired working control of Warner Bros. Pictures reportedly conferred again today with high Justice Department officials on the role which Si H. Fabian, head of Stanley Warner Theatres, might take in the new management of the production-distribution company.

Justice officials declined to comment on the report, insisting there is "nothing new" on the Warner matter insofar as they are concerned.

Will Rogers Hospital Campaign Initiated By 'Phone Broadcast

Five theatre circuits have pledged their cooperation in the audience collection campaign that was inaugurated on an industry level yesterday by officials of the Will Rogers Memorial Hospital, who will conduct their annual financial campaign in July.

Pledging their cooperation in the drive yesterday were Loew's, Stanley Warner, Wometco, RKO and Fabian Theatres. Si Fabian, national campaign chairman for the audience collection, said the circuits answered the call that was made yesterday through

(*Continued on page 7*)

Walsh to Scotland For NATKE Talks On Mutual Problems

IATSE president Richard F. Walsh will leave by plane on Sunday for London, en route to Edinburgh, Scotland, where he is scheduled to address the convention of the National Association of Theatrical and Kine Employes, at the invitation of Sir Tom O'Brien, M.P., general secretary of that organization.

Walsh also has agreed to meet with NATKE representatives in an effort to help work out solutions to problems concerning the production of American films in England and the exhibition of British films here.

He plans to return to this country on June 2, in time to attend a scheduled meeting of the AFL-CIO executive council.

Say Big Surplus Aids Chance of Tax Cut

From THE DAILY Bureau

WASHINGTON, May 17. — New Administration and Congressional estimates of the likely federal surplus may help the industry's drive for admissions tax relief. The Administration today predicted the federal budget surplus this year would be $1.8 billion instead of the $200 million predicted in January.

At the same time House-Senate tax experts said they thought the

(*Continued on page 6*)

On Monday

SSBC to Hear 8 Executives Of Distribution

D-J Report on Consent Decrees May Be Made

By J. A. OTTEN

WASHINGTON, May 17. — Eight top officials of six major film companies will speak out for the producer-distributors at Senate Small Business subcommittee hearings Monday.



Louis Phillips

The subcommittee released the official witness list, and said the subcommittee would meet morning and afternoon and definitely hoped to wind up the distributor testimony in one day. That also

(*Continued on page 6*)

Para. 13-Week Net $1,722,000

Paramount Pictures yesterday reported estimated consolidated net earnings of $1,722,000 for the first quarter of 1956 representing 80 cents per share, including 16 cents per share profit on installment sale of film shorts, etc., based upon 2,141,000 shares outstanding at March 31.

These earnings were said to be

(*Continued on page 7*)

Settle Pimstein's Suit Against List

Harry Pimstein's $226,000 legal action against Albert List, chairman of the board of RKO Theatres, was settled yesterday for an undisclosed amount before Federal Judge Lawrence Walsh.

Pimstein, former counsel for RKO,

(*Continued on page 6*)

In Editor & Publisher Ad

Admission Levy 'Immoral' Use of Tax Power: Compo

Continuation of the Federal admission tax on motion picture theatres is an excessive use of the Government's taxing authority, and is, therefore, evil and immoral, it is stated in the 63rd of the series of COMPO ads in "Editor & Publisher," which will appear tomorrow.

"Since a continuation of the tax would obviously imperil the existence of a great industry," the ad says, "and its repeal now would neither contribute to inflation nor throw the budget out of balance, our Government would seem to be morally bound to remove this tax at this session of Congress."

Under the caption, "Is It Corny to Talk of Honor?" the COMPO advertisement is worded as follows:

"Chief Justice Marshall's famous remark, 'The power to tax is the power to destroy,' makes it clear that in the exercise of its taxing authority Government must watch its morals, as well as its revenues, for excessive use of the power to tax can be as evil and immoral as excessive use of any other force.

"We believe continuation of the

(*Continued on page 6*)

PERSONAL MENTION

HARRY COHN, president of Columbia Pictures, returned to the Coast yesterday from New York.

•

L. E. GOLDHAMMER, Allied Artists Eastern division sales manager, has left New York for Pittsburgh and Cleveland. He is scheduled to leave here on a European vacation on May 24.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, and KEN CLARK, vice-president, returned to Washington yesterday from New York.

•

DORE SCHARY, M-G-M vice-president in charge of production, will return to the Coast today from New York. HOWARD STRICKLING, studio publicity chief, has extended his visit here until next week.

•

CARL FISHMAN, Loew's Theatres publicity director, is recuperating at New York Hospital here following a heart attack.

•

LEO PILLOT, 20th Century-Fox special events manager, and MRS. PILLOT will leave here today aboard the "Nassau" for the Bahamas.

•

HARRY FELLERMAN, sales head of the Universal-International special sales division, will leave here on Monday for Philadelphia and Washington.

•

ART ARTHUR, MAXWELL HAMILTON and SAMUEL J. FRIEDMAN, publicists on "The Ten Commandments," will leave here over the weekend for Washington.

•

GEORGE NICHOLS, M-G-M studio publicist, is scheduled to arrive in New York on Sunday from Hollywood.

•

WALTER READE, head of Walter Reade Theatres, has returned to New York from Europe.

•

CONSTANCE CUMMINGS will return to New York today from London via B.O.A.C.

•

ALBERT AKST, of the M-G-M studio music department, will arrive in New York tomorrow from the Coast.

•

CATHI MISTRETTA, of "Seventeen," will leave here over the weekend for Florida and Havana.

•

JONIE TAPS, producer, has arrived in New York from Hollywood.

•

IRWIN ALLEN, producer, has returned to Hollywood from New York.

ANNOUNCEMENT

¶ Martin Quigley, Jr., editor of Motion Picture Herald, has been appointed Editorial Director of all the publications issued by Quigley Publishing Company. The new duties which he will assume are in addition to editor of the Herald. The newly created position is intended to amplify and strengthen editorial content of Quigley Publications in keeping with the new and developing conditions in the entertainment industries. No changes in the editors or editorial staffs of the several publications are contemplated. Mr. Quigley has been a member of the editorial staffs of Quigley Publications since 1939 with the exception of the period from December 1941 until October 1945 when he was on wartime missions abroad.

Columbia Denies Stock Sale Report

Widely circulated reports in financial circles here yesterday that stock holdings of Harry and Jack Cohn and members of their families in Columbia Pictures would be sold to unidentified bidders were officially denied by a spokesman for the company following inquiry.

Harry Cohn, Columbia president, has been in New York for the past several days and is scheduled to return to the Coast today. His holdings, with those of Jack Cohn, executive vice-president, and family trust holdings, are said to represent working control of the company. Reports that a sale of the Cohns' holdings was being discussed also were circulated several months ago and were denied by Harry Cohn at the annual meeting of the company's stockholders here.

'Toy Tiger' Slated For Saturation Dates

"Toy Tiger," Universal-International's Technicolor comedy starring Jeff Chandler, Laraine Day and Tim Hovey, will be given a series of territorial saturation pre-release openings starting at the Fulton Theatre in Pittsburgh on Decoration Day and followed by openings in Tulsa, Oklahoma City and New Orleans during the first week in June to launch a series of openings in those territories.

107 'Kiss' Dates

United Artists has set a 107-date saturation booking for Crown Productions' "A Kiss Before Dying," William J. Heineman, UA vice-president, announced. The engagements, blanketing the Buffalo, Boston and New Haven exchange areas, will be launched on June 13.

Set Saturation Dates On 'Animal World'

Timed to coincide with the closing of schools for summer vacations, Warner Brothers has set a series of territorial saturation bookings for its summer release, "The Animal World."

The film will be premiered June 1 at the Saenger Theatre, New Orleans, and will be followed by saturation bookings in all key cities. Other regional bookings include the Warner, Memphis; Paramount, Des Moines, and the Omaha in Omaha, on June 6; the Paramount, Atlanta; the Paramount, Cinema and Coral in Miami on June 7; the Imperial, Charlotte, on June 10; the Circle in Indianapolis on June 13; the Palace in Dallas on June 14; the Orpheum in Seattle on June 15; the Orpheum in Portland on June 19; the Strand, Albany; the Paramount and Fenway, Boston, among others.

CBS Buys 7 More TV-Tape Recorders

PEBBLE BEACH, Cal., May 17.— Howard S. Meighan, vice-president of the Columbia Broadcasting System, today announced that CBS has purchased seven more Ampex videotape recorders, in addition to the three previously acquired, and will have all in use within a year.

Meighan said video-tape is a "tool of television" and has no motion picture use in the predictable future, but "will have more usefulness and flexibility in the television and advertising fields than motion pictures ever could have."

Meighan said a tape-recorded program should cost no more than a live program, whereas a half-hour film-recorded program, on the average, costs roughly $10,000 more than a live show.

Youngstein Finishes Europe Conferences; Returns at Weekend

Max E. Youngstein, vice-president of United Artists, will return to the United States over the weekend after conducting a series of conferences in Europe and the Middle East on the company's new program of global production and promotion.



Max Youngstein

During his three-week tour of France, Italy, Spain and Israel, Youngstein met with the company's overseas executives and producers photographing or preparing films for UA release.

Among the foreign personnel participating in the planning sessions were Charles Smadja, vice-president in charge of European production, and Francis M. Winikus, executive assistant to Youngstein.

'St. Joan' for Preminger

In Cannes, Youngstein announced the completion of a new production-distribution with Otto Preminger calling for three features in five years. The first project will be a screen version of George Bernard Shaw's stage classic, "Saint Joan."

New Studio Building Under Way at Fox

HOLLYWOOD, May 17. — Construction has started on a new re-recording and projection building at the Hollywood studios of 20th Century-Fox which is estimated will cost in excess of $500,000.

Housing a projection room, three projection booths, three re-recording rooms and allied equipment, the new building will provide the studio with all facilities for 55mm. projection of daily "rushes" and productions in full size 55mm. In addition, 35mm. projection facilities as well as the latest techniques in six-track stereophonic sound re-recording and reproduction are to be installed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GRACE ALEC LOUIS
KELLY-GUINNESS-JOURDAN
in "THE SWAN"
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Einfeld Back Today Following European Promotional Trip

Charles Einfeld, 20th Century-Fox ice-president, will return to New ork today from Europe by plane fol-wing a business trip on which he et long - range nterna-onal promo-ion on six Cinema-cope pictures, ve of which vill be filmed n the Conti-ent later this ear.



Charles Einfeld

The sixth lm, Darryl F. anuck's "The Man in the Gray Flannel uit," currently is in domestic release nd will bow shortly in the foreign arket. The production was an entry t the Cannes Film Festival, attended y the vice-president as part of his uropean agenda.

Started in Paris

Departing from New York on pril 13, the executive went first to aris for meetings with Ingrid Berg-nan and Anatole Litvak, star and irector, respectively, of "Anastasia." he Buddy Adler production will be lmed in Paris, Berlin, Copenhagen nd London this summer.

While in the French capital, Ein-eld blueprinted advance promotion or the Cole Porter musical, "Can Can," which will be produced there, s well as for "Boy on a Dolphin," Samuel G. Engel production to be lmed in Greece. From France, the xecutive went to London for meet-ngs with producer Andre Hakim. Discussions covered campaigns for Sea Wyf" and "The Black Wings," wo Sumar films, which Hakim is pro-lucing for 20th Century-Fox release.

Conferred With Silverstone

Einfeld further met with Murray ilverstone, president of Fox's Inter-national, and joined him at several ales meetings on the continent. Meetings with leading European pro-lucers and exhibitors and the secur-ng of publicity personnel to augment oreign staffs on the handling of the xpanded European production pro-gram rounded out his itinerary.

Friedman, Expert On Color, Dies

BINGHAMTON, N. Y., May 17.— Funeral services for Dr. Joseph S. Friedman, 57, a senior research hemist of the Ansco Corp. here and nationally known authority on color hotography, have been held here.

An author of several books and rticles on color photography, Dr. Friedman joined the Ansco research taff in 1943 and had previously vorked for the Technicolor Corp. in he development of the Technicolor notion-picture film.

Atlanta Convention Agenda Announced

Special to THE DAILY

ATLANTA, May 17.—The election of officers, and business conferences, will dominate the three-day joint convention of the Theatre Owners and Operators of Georgia and the Theatre Owners of Alabama, which will convene at the Dinkler Plaza Hotel here on May 27.

A special showing of "This Is Cinerama" at the Roxy Theatre through the courtesy of Stanley Warner has been arranged for May 28, while technical sessions will occupy the remainder of the second-day program. Registration and socials are planned for the opening day.

Mayor and Gehring to Speak

Atlanta Mayor William B. Hartsfield and William C. Gehring, vice-president of 20th Century-Fox, will deliver addresses at the opening luncheon that will be followed by two business sessions and a cocktail party and buffet supper, with the Motion Picture Advertising Service of New Orleans as host.

The entire morning program of May 29 will be devoted to modern exhibition clinics, concessions, advertising and general theatre equipment and financing. Governor Marvin Griffin will address convention guests at the afternoon luncheon. Alfred Starr, past president of TOA, will give the principal address at the afternoon technical session that will be followed by an exhibitor meeting. The final banquet will be held the evening of May 29 by the Equipment Dealers of Georgia and Alabama.

RKO Signs Lubin To 3-Year Pact

HOLLYWOOD, May 17. — Arthur Lubin has been signed by RKO to an exclusive producer-director contract that calls for his services for a period of three years, William Dozier, vice-president, announced.

Under terms of the pact, Lubin will render his services as a director or producer-director on each of his forthcoming assignments.

To Resume Olympic Coverage Shortly

Negotiations for the arranging of possible film coverage of the November Olympic Games at Melbourne, Australia, for use by television, which to date have been termed "hopeless," will resume later this month among the four major domestic agencies providing TV news film and William Kent Hughes of Melbourne, Olympic committee chairman.

Hughes, who will leave Melbourne on Monday and is due to arrive on the Coast May 25, will fly to Washington, where he is expected to confer with CBS, NBC, INS-Telenews and United Press-Movietone News officials. On June 1, Hughes will fly to New York and then continue on to Stockholm, Sweden, where he will represent the Olympic committee at the "equestrian games" scheduled for June 9-18. Later, he will stop at New York, Chicago and San Francisco on the return trip to Australia.

Negotiations at Impasse

Film coverage of the November games for use by TV has been deadlocked after months of conferences by Hughes, the committee and representatives of the four domestic agencies. The Australian plan to film the games and to market the negatives on a worldwide basis has been rejected by the local companies, which have claimed their right to free access as members of the press. Accordingly, the agencies have submitted a four-point plan that includes a basic "pool system," whereby they would pay actual expenses incurred by film companies to obtain Olympic coverage. Their refusal to pay for film rights and the demand by Hughes that the Olympic group receive financial compensation for the coverage have been the factors that have led to the deadlock of negotiations to date.

Chairman Reported Opposed

At a closed session last week in Melbourne, Hughes conferred with a representative of the four agencies, but the spokesman advised the New York offices that the committee chairman was opposed to the American plan.

Self-Regulation Committee Continues Study; Will Convene on Weekly Basis

The self-regulation committee of the Motion Picture Association of America held a luncheon meeting here yesterday in a continuation of its study of all phases of the industry's self regulation, it was learned yesterday.

The committee, which will advance its study at meetings to be held every week from now on, was set up earlier this year by the MPAA board of directors and is composed of Barney Balaban, president of Paramount Pictures, A. Schneider, vice-president of Columbia Pictures, Daniel T. O'Shea, president of RKO Radio Pictures, Eric Johnston, president of the MPAA, and Kenneth Clark, MPAA vice-president.

The MPAA group met here earlier this week also, following the meeting of the industry association's board of directors. The committee's objective is to explore all phases of self-regulation in the industry and is a standing committee of the MPAA which will act as "a watchdog" group, empowered to make recommendations for changes.

Reported in attendance at the meeting also were Robert Rubin of Paramount, Ray Bell and Nate Spingold of Columbia, Paul Quinn of RKO Radio and Sidney Schreiber of the MPAA.

PEOPLE

J. Emmet Cashman, recently the director of the print and negative department at RKO, has been named chief of Buena Vista's newly-created playdate dept.

□

Stewart Barthelmess has been appointed general manager of station WABC in New York, key station of the ABC Radio Network. Prior to joining ABC in 1950, he was a talent agent with Famous Artists, Inc., in Hollywood.

□

Charles H. Herald of Tacoma, Wash., recently observed his 90th birthday. Herald managed the old Tacoma Theatre in Salem when it first opened in 1889 and later was a partner in the Calvin Helig Theatre interests in Tacoma and Portland.

□

Robert M. Dunn has been named general sales manager of Ansco's photographic manufacturing division. He joined the firm in 1931 and served as a salesman and advertising manager before his promotion to assistant general sales manager in 1951.

UA May Distribute Japanese Production

Arrangements for distribution of the Japanese produced film, "Christ in Bronze," are currently being worked out in New York between Ryuzo Ohtani, executive director of Shochiki Co., Japan, and United Artists, which has a distribution agreement for UA films in Japan.

While no agreement has been reached thus far, Ohtani said he believed the film would be marketable in the U. S. with the aid of English titles, which are in preparation. He added that no prints have arrived in the U. S. of the film, which has been booked for distribution this year in France.

The executive director also indicated that an attempt is being made to arrange a co-production agreement with UA and to augment plans for future distribution.

Hertzit Funeral Today

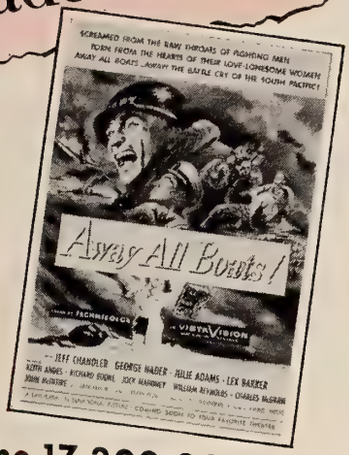
Funeral services will be held this afternoon at the Riverside Memorial Chapel, 1 Ocean Pkway., Brooklyn, for Emanuel Hertzit, 51, a pioneer in the exhibition field and a former member of the Independent Theatre Owners Association, who died yesterday. An executive in the Raybond theatre circuit, he will be buried following the 1:30 P.M. service.

'Killing' to Mayfair

"The Killing," Stanley Kubrick's crime drama starring Sterling Hayden, will open at the Mayfair Theatre, New York, tomorrow.


CAPT
Away All Boats!
starring
JEFF CHANDLER
GEORGE NADER
JULIE ADAMS
LEX BARKER
co-starring
KEITH ANDES
RICHARD BOONE
JOCK MAHONEY
CHARLES McGRAW
WILLIAM REYNOLDS
JOHN McINTIRE
with
FRANK FAYLEN
COLOR BY TECHNICOLOR IN VISTAVISION
MOTION PICTURE HIGH-FIDELITY
Universal International
Directed by JOSEPH PEVNEY • Screenplay by TED SHERDEM

Reader's Digest



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TRUE THE MAN'S MAGAZINE

A COMBINED READERSHIP OF 131,000,000!



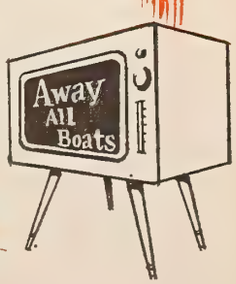
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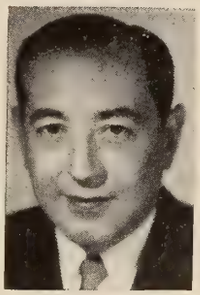
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Coast-to-coast TV Spot Campaign will pre-sell from the TV screens in more than 21,600,000 homes!



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Speaking for Producers and Distributors Before SSBC


Adolph Schimel


C. J. Feldman


Frank Freeman


W. C. Gehring


A. Montague


Arnold Picker


Charles Reag

Ticket Tax

(*Continued from page* 1)

Federal admission tax on motion pictures is an excessive use of the Government's taxing authority, and is, therefore, evil and immoral. The record gives grim proof of our contention.

"Of the country's 19,200 theatres, 10,200 pay an admission tax of 10 per cent on all admissions over 50 cents. Records show that about half of these theatres are in the red, half near the break-even point. Indeed, on a consolidated basis, the country's movie theatres suffered an operating loss of more than $8,000,000 in six months from October to March 31.

Paid $80,000,000

"Yet, as if to prove that 'the power to tax is the power to destroy,' these theatres were forced to pay an admission tax last year amounting to $80 millions. Grotesque as this situation is, it is made even more indefensible by the probability that our Government will wind up its fiscal year June 30 with a sizable surplus —as much as $4 billions, some Washington dispatches say.

"The Federal admission tax was first adopted during World War I as a war measure. Continued at varying rates after that conflict, the tax was set at 20 per cent in World War II, but with this stipulation clearly set forth in the resolution of enactment: ' . . . ending on the first day of the first month after the date of the termination of hostilities.'

Violation Charged

"As hostilities were officially terminated at noon, December 31, 1946, continuation of the admission tax has clearly been a violation of the Government's commitment. Furthermore, since continuation of the tax would obviously imperil the existence of a great industry, and its repeal now would neither contribute to inflation nor throw the budget out of balance, our Governemnt would seem to be morally bound to remove this tax at this session of Congress.

"Maybe we're old-fashioned, but we think there is still such a thing as honor, and that it should dictate the conduct of Government as well as the conduct of men."

Senate Hearing Monday

(*Continued from page* 1)

will likely wind up the subcommittee's current film industry investigation, except for a final report.

The subcommittee hopes to have by Monday a written statement from the Justice Department on the testimony given earlier by exhibitor witnesses and, in general, on the way the consent decrees are being enforced.

Distributor witnesses for Monday will be, according to the subcommittee:

Charles Feldman, vice-president and general manager of Universal; Y. Frank Freeman, vice-president in charge of production for Paramount; William Gehring, vice-president of 20th Century-Fox; Abe Montague, vice-president and general sales manager of Columbia; Louis Phillips, vice-president and general counsel of Paramount; Arnold Picker, vice-president in charge of foreign distribution for United Artists; Charles Reagan, vice-president and general sales manager of Loew's, and Adolph Schimel, vice-president and general counsel of Universal.

Sidney to Showmen: 'Exploit New Faces'

HOLLYWOOD, May 17. – "The film industry's unprecedented success, during the past two years, in developing new screen faces has given the nation's theatres their biggest potential box office boost in years. Properly exploited, this development can be comparable, in impact on the public, to the advent of the wide screens and other technical innovations."

Plans Country-Wide Trip

This is the message which George Sidney, president of the Screen Directors Guild, will take to exhibitors on his forthcoming swing around the country in conjunction with major openings of "The Eddy Duchin Story," which he directed for Columbia Pictures on a loan-out from M-G-M.

In a recent statement refuting the claims of Leonard Goldenson, AB-Paramount Theatre head, that the industry was in "urgent need of new blood," Sidney declared that what was actually required was more thorough cooperation between the producers and theatre operators in exploiting the "unprecedented amount" of new talent uncovered in Hollywood during the past two years.

'Join Forces,' He Pleads

"Now that we have the new material to work with, it is of utmost importance that we join forces, on a nationwide scale, and exploit it," the director who is leaving M-G-M to head the newly-formed George Sidney Productions under a term pact with Columbia, declared yesterday.

"The Eddy Duchin Story" will introduce several new screen personalities, including the young Australian stage actress, Victoria Shaw, who in her film bow plays second feminine lead to Kim Novak.

In cooperation with Columbia's sales heads, and exploitation men, Sidney is arranging for strategic sessions with the theatre operators, the press, and with civic organizations which he will address in the various key cities he covers on his junket.

Daff and Aboaf

(*Continued from page* 1)

Europe to attend a series of sales conventions in France, Germany and Italy, scheduled as a follow-up to the U-I 1956 global conference concluded last week in Hollywood.

Daff will leave for Europe from Hollywood, travelling directly over the polar route, while Aboaf will plane out of New York for Paris.

Attending the meetings which will be held in Paris from May 21 to 24, in Munich from May 25 to 28, and in Rome from May 29 to June 1, will be the top executives, salesmen, local branch managers, bookers and publicity staffers from their respective countries.

Pat O'Brien to Midwest

CHICAGO, May 17.—Pat O'Brien arrived here from Hollywood to address the Petroleum Club. Following this engagement he will go to Milwaukee, his "home town," where he is being honored as the Wisconsin entertainer of the year."

Surplus

(*Continued from page* 1)

surplus would be about $2.3 bil and that the surplus for the cor year would be closer to $2.2 bil than the $400 million predicted the Administration in January the coming year.

The Treasury Department indic it still is opposed to any gen tax reduction and most Congressio leaders opposed any general tax c However some indicated that surplus might make Congress rea to vote some specialized tax cuts in excise rates.

Expect Admissions Tax Decision By House Group Next Week

WASHINGTON, May 17. – T House Ways and Means Commit will probably reach next week a s committee recommendation that C gress consider further admisisons relief.

That recommendation was ma last month by a subcommittee hea by Rep. Forand (D., R. I.), study technical excise tax changes.

Next-to-Last Item

The full committee has been wo ing its way through the report the Forand subcommittee item item, and the admissions tax reco mendation is the next to the l item. The committee was maki rapid progress on the subcommitt recommendations until today, wh it bogged down in a debate o proposals to change liquor tax p visions. Then it recessed until Mo day, when it will resume work the liquor tax suggestion.

How soon the committee reach the admissions tax recommendati depends on how long it takes ne week to dispose of the liquor t changes, but the committee shou get to the admissions tax section mid-week.

Pimstein Suit

(*Continued from page* 1)

charged that he had an exclusi agreement with List to act as List advisor on the negotiations und which List acquired the controllin stock of the circuit and that he ha not been paid for his services.

VIEW:

rder on Approval

Radio

ODERATELY-BUDGETED film, "Mur- on Approval," starring Tom Con- , should stir the imaginations of ons who thrive on melodrama, otherwise its story content is e orthodox. Cast in the roles of porting stars are Delphi Law- e, Brian Worth and Michael Bal- , all of whom surround Conway, rivate sleuth, with laughs, mild ense and murder.

or philologists (stamp collectors) RKO release should prove to be sing and appealing. The Kenneth les screenplay has as its core a stamp, a Barbados, that is forged sold for a fantastic sum (there supposedly only four such stamps xistence). Believing the stamp to counterfeit, the American pur- er hires Conway to investigate determine either the stamp's enticity or the return of the pur- e price.

wo murders later and after some ins with the London police, who e to be quite hostile to Conway, sleuth discovers that the rare aps were being forged and sold small fortunes. In the showdown, way locates the original Barbados p and is saved when a girl friend ss Lawrence), also involved in forgery, shoots the killer and p forgerer (Worth). Conway es the case, to the satisfaction of police, and returns to America the authentic stamp.

obert S. Baker and Monty Ber- co-produced and Bernard wles directed.

ning time, 70 minutes. General ification. For May release.

J. E.

Station Control

(*Continued from page* 1)

emoving restrictions which now ent independent station opera- "from achieving competitive ality with station owners presently inating and controlling the in- ry." Bricker has been a leading of the major television net- ks.

resent FCC rules apply a station ber limit without regard to ther the stations are located in largest cities or in the sparse l areas, Bricker said. He de- d that the three leading net- ks—NBC, CBS and ABC—have able to hold their five stations he country's top markets, cover- 25,000,000 to 40,000,000 people, e independent operators must ent themselves with five smaller ons.

ullfight' to Janus

nus Films has acquired for na- al distribution what is said to be first full-length documentary fea- on the art of bullfighting. "Bull- " was produced by Pierre Braun- er and edited by Myriam, the e team which produced "Paris ."

Rogers Hospital Broadcast

(*Continued from page* 1)

a network of telephone broadcast meetings that originated in New York and were heard in all 32 exchange cities. Theatres will assist in the campaign planned for the week of July 16.

"It's pre-campaign cooperation like this," Fabian said, "that not only foretells success for the program, but more significantly indicates wholehearted endorsement of it. In last summer's audience collection, we were also given an indication of the public's understanding and appreciation of the hospital's position, for not one note of public disapproval was reported then."

Conducted by Montague

A. Montague, president of Will Rogers Hospital, conducted the telephone broadcast, which was attended by independent and circuit exhibitors, film salesmen, branch managers, and representatives of all companies, National Screen Service branch managers and Will Rogers Hospital campaign workers. Montague urged everyone of the estimated 3,000 persons assembled in the 32 listening points to get behind this summer's audience collection campaign to make it the "greatest showing of compassionate understanding and cooperation ever demonstrated by our great amusement industry." Montague further said that "this is the appeal to the theatre-going public for their aid in support of our hospital for 'our own'—and its tuberculosis research work for all mankind. Will Rogers Hospital needs this assistance this year more than ever before because the 1955 Christmas Salute had fallen behind the previous year by some $25,000."

Fabian, Feldman, Picker Aid

Following Montague on the meeting program were Fabian, Charles J. Feldman, national distributor chairman, and Eugene Picker, fund-raising and finance chairman for Will Rogers. Each speaker detailed the purposes and functions of his committee's special part in the audience collection plan, and all emphasized the pressing need for participation by all theatres throughout America.

A feature of the telephone broadcast meeting was a short talk by Joseph McCoy, a Loew's Theatres manager, recently discharged from Will Rogers, and the presentation of a capsule edition of a WOR-Mutual radio program, in which Mutual's Jean Shepherd interviewed medical personnel, and patients, at Will Rogers Hospital.

Albany Area Drive-ins to Meet Again on Hospital Funds Drive

ALBANY, May 17.—Owners of drive-in theatres have been asked to offer suggestions as to methods of collections for the campaign since drive-ins present an individual problem. At a meeting here yesterday, owners were asked to join branch managers, salesmen, exhibitors and concession company managers at another session to be held Monday at the 20th Century-Fox offices.

Distributor chairman Max Westbee of RKO asked for wider participation in the campaign both on an outdoor and indoor basis, which collected $10,000 last year. Fabian division manager Elias Schlinger is exhibitor chairman for the Albany exchange area.

Paramount Net

(*Continued from page* 1)

the highest first quarter earnings since the inception of the corporation, except for the first quarter of 1955 when consolidated net earnings reached $2,858,000 or $1.31 per share on 2,190,000 shares then outstanding.

Paramount's board yesterday voted a quarterly dividend of 50 cents per share on the common stock payable on June 15 to holders of record on May 28.

Committee of AMPP Reelects Robt. Vogel

HOLLYWOOD, May 17. — The International Committee of the Association of Motion Picture Producers today reelected Robert M. W. Vogel to his second term as chairman.

Vogel is head of the foreign department at the M-G-M studio.

Sarnoff, Stanton and Kintner Will Appear At Senate's Network Probe June 11-14

From THE DAILY Bureau

WASHINGTON, May 17.—Presidents of the three major TV networks will testify before the Senate Interstate and Foreign Commerce Committee the week of June 11.

Investigating network practices, the committee disclosed today that CBS president Frank Stanton will appear on June 11, NBC president Robert Sarnoff on June 12 and ABC president Robert Kintner on June 14. Affiliates of CBS will go before the committee June 18.

Meanwhile, an indication that the Federal Communications Commission will "within a few weeks" issue a tentative decision dealing with TV allocations and the problems of broadcasters was given by FCC chairman McConnaughey who told Senate Commerce Committee chairman Magnuson (D., Wash.) that he thought the FCC would be able to "take the next step" in the question within that time. He believed the next move would be a rule-making proposal.

Weltner Elected To MPAA Board

George Weltner, vice-president of Paramount Pictures in charge of worldwide distribution, has been elected a member of the board of directors of the Motion Picture Association of America, Eric Johnston, president of MPAA, announced yesterday.



George Weltner

Weltner is Paramount's second member of the MPAA board, Barney Balaban, Paramount president, being the other member. Weltner replaces the late Austin Keough as a Paramount representative on the board. He joined Paramount in 1922 and was named to his present position last year. In making the announcement, Johnston said Weltner is "a welcome addition to the Association's board."

Ad Men Meet

(*Continued from page* 1)

from a global business trip, reported to the committee members on his observations of showmanship methods abroad, as well as at home. The MPAA president said that he "would help the committee in any way to find a solution to problems" of a declining box-office.

The next advertising-publicity directors meeting will take place on Wednesday at 5 P.M. at the MPEA headquarters here, it was said. At that time, it is expected that subcommittees will be appointed to look into proposals which will be presented by the various advertising-publicity directors.

Two Plans Suggested

According to observers at the meeting yesterday, two preliminary and exploratory plans were advanced—one, a short range plan which would commence this fall following the anticipated "good summer business," and the second, a long range plan which might possibly involve the use of credit cards and the engagement of a business management organization to make an industry study.

It was pointed out that the credit card proposal is not new, as this matter was advanced at last year's meeting of the Council of Motion Picture Organizations here. Then, a number of top circuit officials reported that they had tried the use of credit cards but it had not worked out.

Modernize L.I. House

The Prudential Patchogue Theatre, Patchogue, Long Island, is being completely modernized. New lobby, seats, screen and projection equipment are being installed.

20TH DELIVERS

the Great Love Story of the Great War!



20th Century-Fox presents

D-DAY THE SIXTH OF JUNE

starring

ROBERT TAYLOR · RICHARD TODD · DANA WYNTER · EDMOND O'BRIEN

with JOHN WILLIAMS Produced by CHARLES BRACKETT Directed by HENRY KOSTER Screen play by IVAN MOFFAT and HARRY BROWN

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 98 NEW YORK, U. S. A., MONDAY, MAY 21, 1956 TEN CENTS

EDITORIAL

Tackle That B.O. Slump in Earnest

By Sherwin Kane

DOUBTLESS the news that the Motion Picture Association of America has moved to do something about declining theatre attendance will be welcome news to worried exhibitors. Tardy it may be, but no less welcome because of that.

The Association last week took cognizance of the slump and the necessity of doing something about it at meetings of its board of directors and of its advertising-publicity directors committee. The latter, after advancing a number of suggestions, will meet again this week and, possibly, at regular intervals thereafter to attempt to develop a specific program of action.

•

It is to be hoped that the customary summer business upswing does not dull interest in the project nor divert the attention of the planners from the task at hand.

The business experience of recent years has demonstrated that after the summer boom comes the autumn lull, with major television attractions returned to the air. A program to reawaken interest in motion pictures and calculated to steer patrons to the theatre should be formulated in the summer and put into action in the fall.

•

From expressions received by this department in recent months, there can be no doubt that exhibitors will want a part in any promotion campaign devised. Many of them already have expressed willingness to pay their share of such an undertaking. Independent producers, too, should be brought into it.

While MPA properly may take the lead, this should be an institutional, not solely an MPA project. Nor should it be permitted to become just a device for plugging a few fall releases. To be of any value it must aim for the long pull recovery, not just a fall pickup.

Television Today

IN THIS ISSUE **PAGE 7**

- **A review of the just-concluded razzle-dazzle week in the inter-industry of motion pictures for television—20th Century-Fox releases 52 to TV.**
- **Showmakers whose names are in the news.**
- **Passing in Review—The week's highlights in shows.**

Due to Difficult UK Financing

More British-U.S. Co-Production Deals Advocated by Sir Carol Reed

By LESTER DINOFF

An appeal and hope for more co-production deals between U. S. and British producers were expressed here at the weekend by Sir Carol Reed, veteran European film director, who is in America for the premiere of his latest picture, Hecht-Lancaster's production of "Trapeze," which United Artists is releasing domestically in early July.



Sir Carol Reed

Sir Carol, meeting with the trade press at the Sherry Netherland Hotel here, declared that "new people in the British film

(*Continued on page* 6)

RKO Slates 11 More Pictures

RKO president Daniel T. O'Shea has announced a second group of 11 major productions which the new RKO management will put before the cameras between June 7 and Oct. 15, following two weeks of conferences in New York with William Dozier, vice-president in charge of production.

Dozier will return to his headquarters at the RKO studio today to intensify activity on the new schedule and to continue the acquisition and

(*Continued on page* 11)

WGA-West Elects; May Strike Webs

From THE DAILY Bureau

HOLLYWOOD, May 20. — The Writers Guild of America, West, on Tuesday elected Edmund H. North president, Jesse L. Lasky, Jr. vice-president, and Ken Englund secretary-treasurer. They will assume their duties at once. Twenty-one other members were elected to various posts, but

(*Continued on page* 6)

ScharyDoubts TV Film Sale

Sentiment in favor of leasing TV rights to old films rather than outright sales of such films was voiced here at the weekend by Dore Schary, vice-president in charge of the studio for Loew's, Inc.

Schary, who sat in on the board of directors' meeting earlier last week, when various TV proposals were discussed, expressed doubt that Loew's would make an outright sale of its

(*Continued on page* 11)

D.C. Hearings

See Schimel as Lead-off SSB Witness Today

Expect Distribution to Answer Allied-TOA

From THE DAILY Bureau

WASHINGTON, May 20.—It will be the distributors' turn at bat here tomorrow when eight executives of major companies will give their side of industry trade practices in an all-day hearing before the Senate Small Business Committee. It is expected that their testimony will be devoted largely to answering charges against distribution by spokesmen for the two national exhibitor associations at SSBC sessions in March.

Indications are that Adolph Schimel, general counsel of Universal-International and chairman of the legal committee of the Motion Picture Association, will be the lead-off speaker, summarizing the over-all

(*Continued on page* 11)

D-J and Exhibition Leaders May Meet In D.C. This Week

From THE DAILY Bureau

WASHINGTON, May 20.—Whether or not leaders of the Theatre Owners of America and Allied States Association try to meet with Justice Department officials this week will probably be up to the TOA leaders, it was indicated.

Officials of Allied States Association coming here to observe the Senate Small Business Subcommittee

(*Continued on page* 6)

Siegel in N.Y. With 'High Society' Print

Following a highly successful preview of his production of "High Society" in Santa Barbara, Cal., Sol C. Siegel will arrive in New York today with a preview print of the musical film which he produced for M-G-M release.

Siegel plans a New York preview

(*Continued on page* 11)

PERSONAL MENTION

MURRAY SILVERSTONE, president of 20th Century-Fox International Corp., has returned to New York from Europe.

•

EDWARD S. FARROW, Eastman Kodak Co. vice-president and general manager, left here with MRS. FARROW for Italy on Saturday aboard the "Andrea Doria."

•

HARRY FOSTER, Columbia Pictures short subjects director, will arrive in New York today from New Orleans and Washington.

•

HERB STEINBERG, Paramount national exploitation manager, returned to New York over the weekend from Williamsburg, Va.

•

M. J. FRANKOVICH, managing director in Great Britain for Columbia Pictures, returned to London from New York yesterday via B.O.A.C.

•

DOUGLAS ROSEN, general manager for Allied Artists Pictures of Canada, Ltd., has arrived in New York from Toronto.

•

DAVID A. LIPTON, Universal Pictures vice-president, returned to Hollywood on Friday from New York.

•

HARRY COHN, president of Columbia Pictures, will return to Hollywood from New York on Wednesday.

•

DAVID O. SELZNICK left New York on Friday for London via B.O.A.C.

•

W. C. GEHRING, 20th Century-Fox vice-president, is in Washington today from New York.

•

JULES LEVEY, independent producer-distributor, will return to New York tomorrow from the Coast.

SEG Demands Pact Parley With AMPP

HOLLYWOOD, May 20. — The Screen Extras Guild has formally demanded the Association of Motion Picture Producers set up a meeting with the SEG contract negotiators "in a final effort to reach agreement on all remaining issues" before "termination of the basic agreement on May 28."

SEG president H. O'Neil Shanks said the principal issues still in dispute has to do with SEG's unagreement with the Alliance of Television Film Producers on certain details of the SEG-ATFP contract, also in negotiation.

Count Bonzi to Make Documentary Film In Communist China

Plans for the shooting of a feature length film some time this winter in Communist China, somewhat along the lines of his "Lost Continent" which will be distributed here this fall, were disclosed at a trade press conference Friday by Count Leonardi Bonzi, Italian explorer and producer, preparatory to his return to Rome.

On the last lap of a world tour that culminated in New York last week with the signing of a distribution contract with IFE Releasing Company for "Lost Continent," Bonzi said approval for the China venture has already been given by their unofficial delegate at Switzerland. To be privately financed, as was his "Lost Continent," the film will concentrate on China's Great Wall, the Yalu River and the famous dikes which were built centuries ago to regulate irrigation and to prevent flooding. Bonzi believed the shooting could be completed in less than a year's time and would cost above $250,000.

Not Propaganda, He Says

The producer-explorer emphasized that the China film would not be of a propaganda nature but would be "good for China and good for the West. If it weren't good for the West, it wouldn't sell and couldn't be marketed."

Referring to "Lost Continent" which was filmed in Eastman Color in Indonesia and Malaya, he said IFE will handle the domestic release. "Lost Continent" won photography awards at the 1955 Cannes and Berlin Film Festivals. "Green Magic," Bonzi's other production, was awarded similar honors in 1952.

Subsidized by Italy

The explorer said Italian government subsidies thus far have totaled 18 per cent of the $500,000 gross. The government subsidy plan, he said, calls for a return on theatre grosses after the film has been exhibited and thus private capital was needed to finance the original venture.

Both "Lost Continent" and "Green Magic" were sold to Russia for viewing behind the Iron Curtain, he added. In both cases, the films were sold outright with the Soviet government making additional prints.

I.F.E. May Release It

No plans for the releasing of the China film were disclosed by Bonzi who said he did not favor any options by distribution companies for his upcoming product. A spokesman for IFE at the meeting indicated IFE would be interested in releasing the China film domestically if Bonzi so desired.



The first print of "That Others May Live," an eight-minute film produced by Universal - International for the Suzan Ball Memorial Fund for Cancer Research at the City of Hope, national medical center at Duarte, Cal., for research and treatment of cancer and leukemia, is presented by David A. Lipton (left), Universal vice-president, to Gael Sullivan, national director of the fund. The film will be shown in theatres in the Greater New York area starting June 1 as part of the fund's lobby fund - raising effort which the industry is supporting.

Vote No Funds for 'Floating Cinerama'

From THE DAILY Bureau

WASHINGTON, May 20. — The Senate Appropriations Committee has gone along with a House decision against voting any funds for the Administration's "Floating Cinerama" project.

The U. S. Information Agency had asked $3,790,000 in the coming fiscal year to show Cinerama in foreign ports on the flight deck of a demothballed aircraft carrier. The House rejected the request, and on Friday the Senate Appropriations Committee also turned it down.

Action Very Unlikely

This means the only chance for the project is if the Senate should put the funds into the pending appropriation bill on the Senate floor, and this is extremely unlikely.

The Senate committee did increase slightly the funds voted by the House for U.S.I.A. overall operations. The agency was seeking $135,000,000 for the coming year, compared with this year's appropriation of $87,000,000. The House voted $110,000,000 and the Senate committee upped this allowance to $115,000,000.

The committee also agreed that a subcommittee headed by Sen. Johnson (D., Tex.) should investigate U.S.I.A. operations.

Roxy Dividend

Roxy Theatres, Inc., declared a quarterly dividend of 37½ cents per share on outstanding preferred stock, payable June 1 to holders of record on May 25.

O'Donnell Hopeful That Surplus Will Lead to Tax Relief

Government forecasts of a sizable Federal surplus at the end of the fiscal year June 30 were seen over the weekend by Robert J. O'Donnell, national tax campaign committee chairman, as giving strong support to the industry's campaign for admission tax relief.

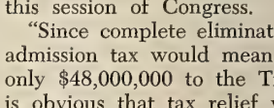
"We have maintained all along that the government's surplus at the end of this fiscal year, June 30, would be in the neighborhood of $2,000,000,000 and that such a surplus made it possible for the government to grant us tax relief," O'Donnell said in a statement issued through COMPO. "Our position is supported by the figures released by the Treasury and the joint House and Senate Tax Committee (the Stam committee).

Put at $1,800,000,000

"Instead of holding to its original surplus figure of $200,000,000 which it announced in January, the Treasury now admits the surplus will be $1,800,000,000. But the Stam committee, which is always objective in its figures since it is non-political, says the surplus will run as high as $2,300,000,000. Representative Richard Simpson (R., Pa.), who is generally looked upon as one of the top tax experts of the House Ways and Means Committee, says the surplus may even soar to $4,000,000,000.

"These figures should be most heartening to our industry. Certainly they give complete justification to our attempts to obtain tax relief at this session of Congress.

"Since complete elimination of the admission tax would mean a loss of only $48,000,000 to the Treasury, it is obvious that tax relief would not appreciably reduce the surplus or unbalance the budget."



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Market Action Stirs Yates Sale Report

Wall Street buzzed with rumors at the weekend concerning offers made to H. J. Yates for his controlling stock interest in Republic Pictures as the issue was traded actively, gaining more than a point on Friday on the N. Y. Stock Exchange with 6,800 shares involved in the transactions. The stock, which opened at 7¼, closed at 8⅞. There was no official comment obtainable at the home office on one report that Music Corp. of America had offered Yates $10 per share for his 360,000 shares. There are 1,900,000 shares outstanding at this time.

An MCA spokesman discounted the rumors.

PEOPLE

Barney Balaban, Ned Depinet and **Spyros Skouras** have been named on a committee of 150 planning the dinner in honor of Henry R. Luce, editor-in-chief of "Time," "Life" and "Fortune," sponsored by the National Conference of Christians and Jews, to be held at the Hotel Waldorf-Astoria here on June 6.

George Dunning, formerly with the National Film Board of Canada, has joined UPA in New York as an animated artist.

Henry Klinger, story editor of 20th Century-Fox, will speak at the New School for Social Research tomorrow night on "Writing the Hollywood Film."

Frederick Storey, president of the Tenth Street Theatre Corp. of Atlanta, has been elected president of the Rotary Club in Brookwood, Ga.

Burton Freund has joined the animation department of Transfilm, Inc., here. He formerly was an animation designer and director at Film Graphics.

DCA Names Fischer Division Manager

Abe Fischer has joined the DCA sales staff as Midwestern division manager, Irving Wormser and Arthur Sachson, DCA sales executives, announced.

Fischer, a former president of the Film Board of Trade, was sales manager for the Chicago branch of RKO before joining DCA. Prior to this he served as branch manager for both M-G-M and Warner Brothers. Fischer will make his headquarters in Chicago.

Seeks Worldwide Distribution

Ryuzo Ohtani Cites Growth Of Japanese Film Industry

By JACK EDEN

The feasibility of American and worldwide distribution of Japanese film product, which to date has been overlooked to a large extent by distributors and exhibitors, was stressed Friday by Ryuzo Ohtani, executive director of Shochiku Co. of Japan, who is in New York seeking an increase of Japanese distribution by United Artists.

Pointing up the "freshness" of Japanese product that has been found to be appealing to foreign exhibitors and audiences, Ohtani said the rise of production companies in Japan has brought about a comparable increase in quality and quantity of product that is competing on the international market.

Considering Co-Production

Currently meeting with UA officials in New York, the film executive disclosed that he is seeking UA distribution of the Shochiku production, "Christ in Bronze," and possibly the co-production in Japan of stories which are now under consideration. He cited the interest of UA in the story of Townsend Harris, the first general counsel to Japan from the U. S., who did much to open trade between Japan and America some 100 years ago. This, as well as other "international" scripts, are under consideration for filming on a co-production basis in Tokyo between United Artists and Shochiku. He predicted that the story might go before the cameras later this year.

Attended Cannes Festival

Ohtani, who left Tokyo in mid-April to attend the Cannes Film Festival, said distribution arrangements for "Christ in Bronze" and other product have been completed in France, Italy, Portugal, England and Western Germany, where the reception to Japanese pictures has been growing steadily since the end of World War II. Pathe Overseas in Paris has been handling its distribution to date and it is expected that this agreement will be extended when the contract expires in 1957, he added.

Names Five Films

The visiting film executive said there are a number of Shochiku films for which he is seeking distribution agreements with UA, particularly "The Three Musketeers in the University," "A Frenchman in Tokyo," "The Mask and Destiny" and the "Kabuki Plays," all of which are to be presented with English titles. "The Story of Shuzenji Temple" will be distributed later by Allied Artists, which has signed an agreement with the firm.

Elaborating on the production of films in Japan, Ohtani said the boom that came to the nation shortly after World War II is "still in progress" and that the industry is looking toward greater distribution of its product as well as an increase in co-production. Pathe of France signed a co-production agreement with Ohtani earlier this year for "A Frenchman in Tokyo," which is being filmed now in Tokyo. He said negotiations are to be carried out later with United Artists for the distribution of this film in Eastman Color.

Nippon Has 5,300 Theatres

Ohtani declared that the industry in Japan is in a state of constant growth and cited the fact that there are an estimated 5,300 houses in the nation at present, which contrasts with the 2,300 before World War II and the 1,000 that were still in operation in 1945 and 1946. The low admission price and the production of better pictures were the reasons he cited for the growing popularity of Japan theatres.

American product has found a welcome market there, he added, and this is substantiated by gross reports for the past year in all theatres. An estimated 61 per cent of all grosses came as a result of Japanese product, while American films were responsible for 32 per cent of the remaining 39 per cent attributed to foreign films, he said.

Plans Deal With Rank

While the export of Japanese films to foreign markets resumed in 1947, Ohtani pointed out that only now has international appeal grown to a point where their films are recognized as being comparable to those produced in Europe and in the U. S. Plans are currently being mapped for the co-production of films between Shochiku and J. Arthur Rank in London.

Ohtani will leave for Washington, Chicago and the Coast this week to complete further arrangements for distribution.

Adler in Europe To Scout Location

Buddy Adler, acting head of 20th Century-Fox's studio, left here at the weekend for Paris to finalize plans on "Anastasia" and scout locations for "Boy On a Dolphin," "Fraulein" and "Can Can."

From Paris, Adler is due to go to London, accompanied by Ingrid Bergman and Yul Brynner and director Anatole Litvak. In London, smaller roles in "Anastasia" will be cast and rehearsal on the production will start. Shooting on the production is slated to begin in Paris on June 4. Adler is due back in New York in about another week.

Before departing, the executive producer held conferences with 20th-Fox president Spyros P. Skouras and Joseph Moskowitz, vice-president and Eastern studio representative.

Moskowitz, meanwhile, questioned on another matter, denied that 20th-Fox has made any deal at this time with independent producer David Selznick. He acknowledged, though, that some preliminary talks with Selznick had taken place.

. . . NEWS ROUNDUP

To Shoot 'Charley' on Coast

Robert Lantz, executive vice-president of Figaro, Inc., has announced that "Good Old Charley Faye," the independent producing company's forthcoming film version of David Karp's television play will be shot in Hollywood instead of in New York City as originally planned. The film will be released by United Artists.

■

Columbia Aiding Novelist

Harry Cohn, president of Columbia Pictures, has announced that Columbia, in line with its stated intention of sponsoring literary material with motion picture potential, has joined with Duell, Sloan and Pearce in providing for the completion of Archie Binns' new novel, "The Headwaters."

■

Lease 2 Knoxville Drive-ins

The Family-Drive-In Corp., Knoxville, Tenn., has leased the Starlite and Skyway Drive-In's for 20 years from Eugene Monday. Spence Pierce is president of the company. Pierce said that $100,000 will be spent on the two drive-in's for remodeling. The name of Starlite will be changed to Cinema.

■

Movietone Changes Name

Movietone Studios, Inc., of New York, has changed its corporate name to 20th Century-Fox, Inc., in accordance with a certificate registered with the Secretary of State by Norman R. Steinberg, attorney.

Book 'Gettysburg,' 'Monaco' in N. Haven

"Wedding in Monaco" and "Gettysburg" will open tomorrow at New Haven's Crown Theatre as part of M-G-M's combination booking policy that originated at the Guild Theatre in New York.

"A Queen Is Crowned" is the only attraction which outgrossed the M-G-M twin featurettes at the Guild Theatre, the management said. More than 2,500 houses have booked "Wedding in Monaco," filmed in color and CinemaScope.

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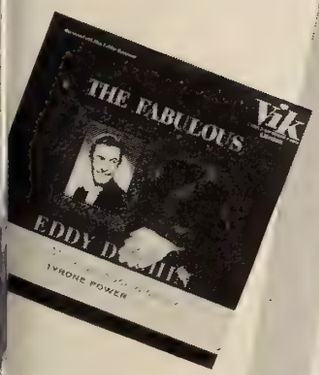
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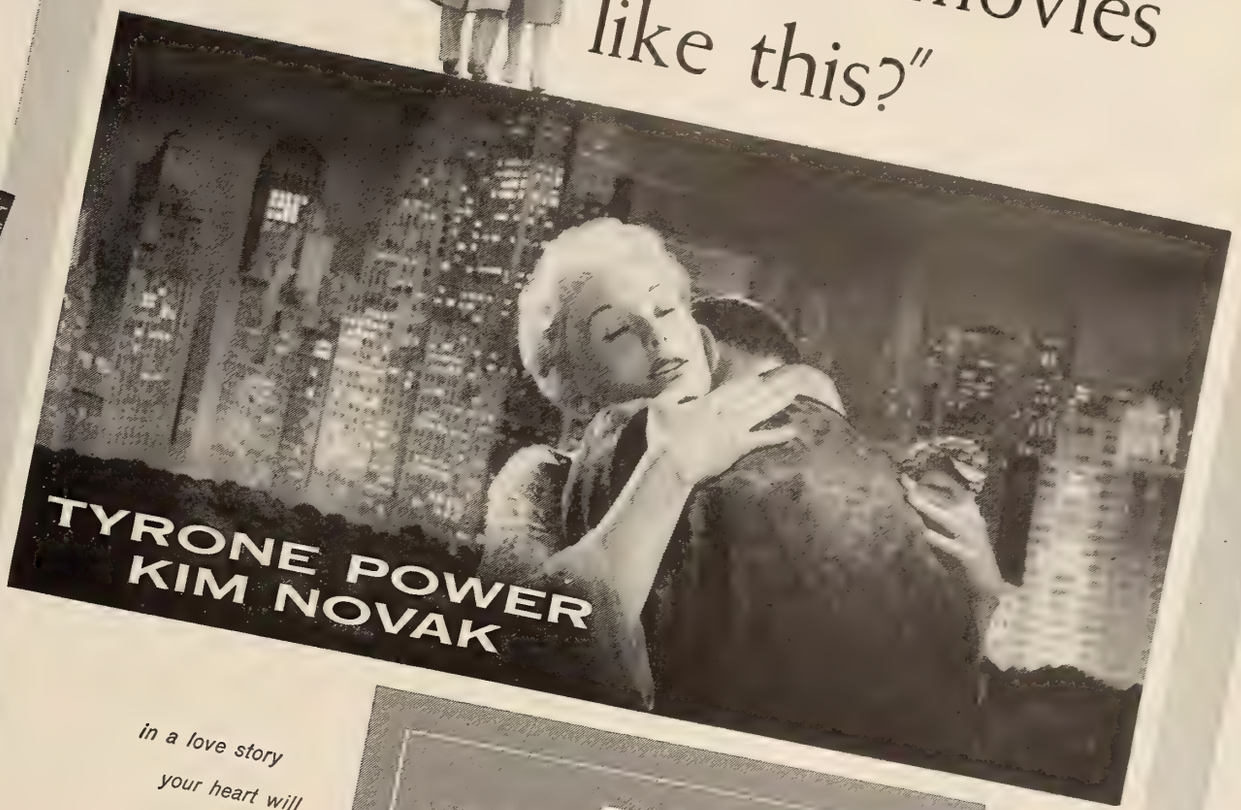
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Writers Guild

(*Continued from page* 1)

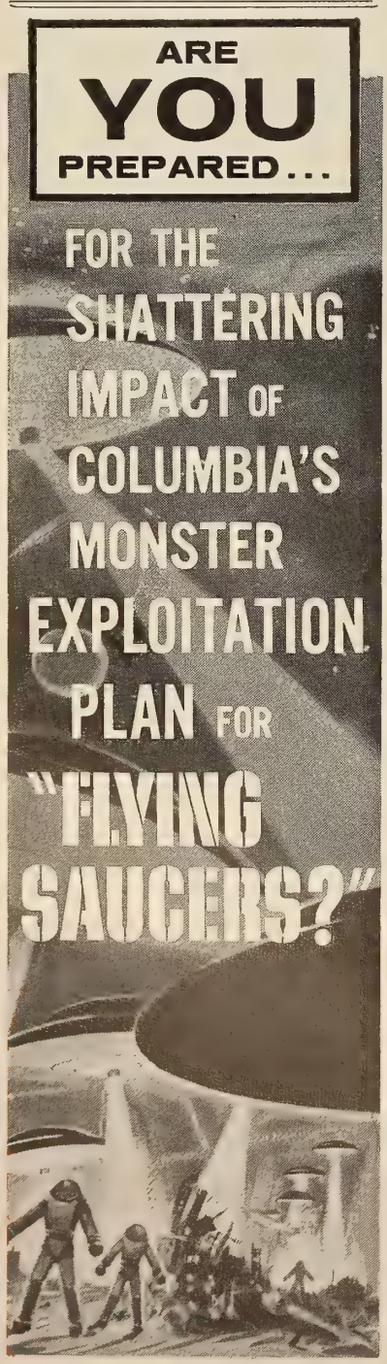
not all of these will take office, due to the voted decision to amalgamate the guild's television and radio branches.

The WGAW members voted unanimously to strike the major networks on June 4 unless a satisfactory working agreement on film television is reached before then.

The guild approved the recently negotiated contract with the Alliance of Television Film Producers Association.

Cut at WB Studio

HOLLYWOOD, May 20.—Warner Brothers studio representatives have confirmed reports that the employment roster is being reduced temporarily by layoffs amounting to approximately five per cent. The present studio personnel totals about 1,550.



REVIEWS:

Great Day in the Morning

RKO Radio

THE SMOULDERING North-South feud in the western sagebrush on the eve of the Civil War is portrayed in all its jealousies and individual hatred in this Edmund Grainger Production released by RKO. It has Virginia Mayo, Ruth Roman, Robert Stack, Alex Nichol and Raymond Burr as headliners. Based on a novel by Robert Hardy Andrews and written for the screen by Lesser Samuels, "Great Day in the Morning" was produced by Grainger and directed by Jacques Tourneur.

En route to the western town in the foothills of the Rockies, Stack is saved from an Indian attack by Miss Mayo, a saleswoman who is heading for Denver to open a women's store, and by Nichol, posing as a gold-seeker but really an Army captain investigating gold-mining activities, and Leo Gordon, a Northerner, hired as a body-guard by Miss Mayo. The quartet safely arrives in Denver but Stack's craze for money gets the best of him, winning a hotel in a gambling game with Burr, the hotel owner and a rabid South-hater. The arrival of Stack, a Southerner, sets the stage for the hatred and jealousy.

Considerable footage is given to the North-South rivalry that finds Burr leading the North faction and Stack and a handful of Southerners determined to fight back. After war is declared, Stack helps his fellow Southerners, all gold miners seeking to finance the Confederacy, fight their way out of the town that has been declared under martial law by Nichol who has donned his uniform to act in an official capacity. In the finale, Stark tricks the Union men into following him while his Confederate companions escape with the gold. Nichol and Stack meet face to face, argue over the affection of Miss Mayo and part when Stack disavows any love for her. Nichol returns to the Union forces and pursues the Confederates as Stack walks out in the desert—in the direction of Dixie—a free man.

Color by Technicolor and Superscope capture the splendor and charm of the western surroundings, particularly the Rockies. The Leith Stevens musical score as played by Constantin Bakaleinikoff complements the film that has caught the atmosphere of the west with sharpness and authority. Audiences should find "Great Day in the Morning" a stirring story.

Running time, 92 minutes. General classification. For May release.

JACK EDEN

Screaming Eagles

Allied Artists—A Bischoff-Diamond Production

HOLLYWOOD, MAY 20.

PUT "SCREAMING EAGLES" on your must-book-now list. Here's an exciting, suspenseful, action-filled war drama that captures the true-life spirit of the men at the fighting fronts. The film brings to the fore a group of new faces that are destined for future marquee importance.

Jacqueline Beer is the only feminine interest among the all-male cast headed by Tom Tryon and Jan Merlin. Merlin, who has been previously cast as a heavy," displays a fine sensitive touch to bring sympathy to the role of the lieutenant leader of 15 platoon members of a Company of the 101st Airborne Infantry Division in World War II. The action is set to conform with plans for D-Day.

Tom Tryon is effective as a surly, disgruntled member of the company, who changes his attitude during the fighting sequences, and learns the meaning of true comradeship as a group of his buddies save him and the lieutenant from being killed by a group of Germans. All of the action centers on a mission to take and hold a bridge at the Douve River.

Miss Beer has the unusual role of speaking only French and German in the film, and acting as an aide to the platoon when they rescue her from a group of Nazis who were holding her farm as a fortress 20 miles from their point of destination.

Charles Haas' direction is bright. David Land and Robert Presnell, Jr.'s screenplay of Virginia Kellogg's story is absorbing in both character development and action. Sam Bischoff and David Diamond can add this to their list of profit making productions.

Running time, 81 minutes. General classification. Release date, May 27.

SAMUEL D. BERNS

Britain-U.S.

(*Continued from page* 1)

industry are having difficulty in secu ing financing for their independe productions. Co-production agree ments between these British indepe dents and American producers woul improve the quality of the films, in crease the supply of product availabl to both English and U. S. theatre and enhance the grossing power the product."

The British director, who will leav here for Hollywood via Chicago t day, said that he is of the opinio that many British pictures are not re ceived warmly in the U. S. due t their general "lack of internationa flavor." Sir Carol said that "mos British films are inclined to be local i story matter and humor."

Sees Financing 'Tricky'

Continuing on, Sir Carol, who sai that he will return to London on Jun 6, explained that independent financ ing of motion pictures is very "tricky in Great Britain, especially when th producer is not too well known. H said that producers such as Si Michael Balcon and Herbert Wilco usually can secure funds for produc tion, but the majority of independent have difficulty. "That is why I hop for more U. S.-Anglo co-productions, he said, explaining that under such arrangements more films would b produced to supply everyone's needs employment would be at a crest, an that all would benefit.

Commenting on "Trapeze," Si Carol said that he enjoyed workin with the Hecht-Lancaster organiza tion and that since he hasn't any fu ture commitments thus far, he i hopeful that his next film chor would be for that organization.

A United Artists representativ who attended the press conferenc said that the company so far has 37 playdates for "Trapeze" in the firs week of July, including the July holiday.

D-J and Exhibition

(*Continued from page* 1)

hearings tomorrow and to hold a two day Allied board meeting indicate they were ready to hold another ses sion with Justice officials if the TOA leaders felt the need. TOA and Al lied officials have been urging Justic to oppose arbitration of film rental and to permit divorced circuits t re-enter production.

The Justice Department is sup posed to have in the hands of th Small Business Committee by tomor row its report on the way it's cur rently enforcing the anti-trust law and Paramount case consent decree in the film industry.

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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

?potlighting the News

anute's Amendment

Senator John W. Bricker (R.,), whose heavy breathing exer- ies have been a feature at more an one Congressional hearing, s introduced a bill to prohibit e person from controlling tele- sion stations covering more than per cent of the country's popu- ion. He would substitute this r the present standard limiting y one person to five VHF TV ations. The Senator said his pro- sal would remove restrictions ich now prevent independent ation operators "from achieving mpetitive equality with station ners presently dominating and ntrolling the industry." Mean- ile, in Philadelphia last week, . Frank Stanton, president of S, speaking before the Ameri- n Marketing Association, de- ared that Senator Bricker "now pears before the nation as a entieth century King Canute, dy to tell the electronic signals at they must turn back at the ge of town. . . . If he is not ved by misinformation, or by norance, then we shall have to ess what other motives he may ve. . . ."

intner on ABC Future

Robert E. Kintner, president of BC, said at a recent Chicago ncheon, attended by more than 0 radio, TV and ad agency per- nnel, that his company's ratings ve soared, with Saturday rat- gs up 120 per cent over a year o. Highly optimistic in his pre- tions for the future, Mr. Kint- r said his network was studying ows with the maximum appeal th a view to their expansion and ntinuance. He predicted that in o years the number of viewers ll increase from the present 35 llion to 80 million.

id-Day News

Unlike radio, which features e-minutes news roundups just out every half hour on the hour d half-hour throughout the day, evision seems to proceed on the sumption after the torment of e night, nothing happens worth porting till about six o'clock in e evening. In New York, for in- nce, on the six local TV sta- ns, there are but three short ws round-ups between 7 and 9 A.M., then no more until two five-minute summaries at 3:55 and 4:55 P.M. Academically speaking, anyway, the Brooklyn Bridge could collapse at 9:05 A.M. and the citizen restricted to a television set would not learn about it officially until 3:55 P.M. It's good news then that one week from today CBS-TV inaugurates its first regularly scheduled, five-days-a-week, mid-day network news program. The show is Charles Collingwood and The News, 1:00 to 1:10 P.M.

Reciprocal

▶ With Barry Sullivan the star of Ziv Television's Man Called X, and also starring in the Arwin-MGM feature film, "Julie," a cross-promotion arrangement appears in the offing. Martin Melcher, producer of the TV series, plans cross-country tour for Sullivan during which he will promote both the feature film and the TV series via local interviews with television and film editors and through appearances. And incidentally, Ziv's sales vice-president, M. J. Rifkin, reports that "food and grocery product" clients now top any other single category of spender on the client list, with leaps of 38 per cent in number and 71 per cent in dollar volume.

4-Star Investment

▶ That purchase by Official Films of 153 Four Star shows is turning out to be quite an investment. Herman Rush, Official's vice-president in charge of sales, announced last week that sales of Star Performance (the series' new name) have reached $1,750,000 in four weeks, more than equaling the dollar value of Official's stock purchase of Four Star Productions. Sales to date cover 38 markets, including New York, Chicago, Los Angeles, San Francisco and Philadelphia, plus a regional deal with Budweiser Brewing Company.

Convention Plans

▶ Two interim reports on the networks' plans for their coverage of the coming political circuses: CBS reveals that it has now completed "over-all" planning for its television and radio activities involving "325 people, 22 tons of equipment and a small air force." It also estimates that some 120,000,000 persons will see or hear part of either or both conventions. Meanwhile, NBC reports that it has finally just about sold all of its convention-election package. RCA and Sunbeam each have bought a quarter and Oldsmobile is on for one-third. That leaves one-sixth still available, and the word is NBC hopes to convince one or two of the three already in to extend their sponsorship that fraction.

Secret Mission Deal

▶ The first network sale of Secret Mission, National Telefilm Associates' adventure series, to ABC-TV, has been announced by Harold

(*Continued on page 9, col. 1*)

In Our View

WHEN ABC-TV Tuesday evening last launched a new program, "Women Want to Know," the network succeeded in doing a decided disservice to the whole industry of television, and that because of the utterly unprincipled, sensational choice of subject matter for this initial telecast of a forum or panel type of discussion program. "Sex Education and Attitudes" was the subject, one which might well have been chosen for its shock character, and one which has no conceivable place in such a mass medium of wide dissemination as television.

After long experience, those religious leaders, educators and sociologists most capable of determining such matters, are in full agreement that such material should be presented only by experts and authorities of the greatest competence, and then only to private and particular groups in the proper environment to do good and avoid harm. Any other type of presentation, it has been demonstrated conclusively, is more than likely to corrupt the good which might accrue. To have gone to a general, mass audience, with an alleged "expert," who casually and with an amused chuckle, slid cross points of the greatest import and seriousness, with a "panel" of glamour gals, answering too studied questions from an "audience" of women, and the whole "moderated" by the glamorous Faye Emerson, would appear little less than the height of folly.

Discussion of such detailed elements of sex study as perversion and self-stimulation by the young have no place in a television broadcast, carrying into the family living rooms of millions of American homes, at any hour, any day. Experience in the motion picture business has proved, without a shadow of doubt, that such material as this cannot be widely disseminated on a mass medium without doing incalculable harm to all concerned.

The world is full—too full, indeed—of problems which can do with intelligent discussion on such a program as this, without the producers having recourse to this damaging kind of material. The producers and ABC-TV, the network, made a serious mistake. That is bad, but not fatal, if the lesson is learned, and if the same mistake is not made again. No industry serving the American home as intimately as does television can afford too many errors in judgment.

—Charles S. Aaronson

Passing in Review

AS IN REAL-LIFE, the good things in television some times come in segments less than 90 minutes long. As a consequence, the compulsive dial switcher last week probably missed some of the more interesting offerings. One was Jack Benny's rare appearance as himself in a delightful give-and-take with Steve Allen on NBC-TV's Tonight Monday night. Another was Dave Garroway's Wednesday morning remote from Georgia, on a brief segment of Today devoted to exploration of Lockheed's fabulous C-51 air cargo ship. And still another was Pegeen Fitzgerald's five minutes with a couple of Utrillo's on the 8:55 A.M. edition of WRCA-TV's Window Wednesday. Mrs. Fitzgerald's Windows, by the way, conceived as high-class—if unadulterated—huckstering, can be very entertaining little items when she's plugging the Hammer Galleries or the Doubleday book stores.

In the more conventional length—one chapter of Senator John Kennedy's "Profiles in Courage" provided NBC-TV's Kraft Theatre Wednesday night with an ambitious and effective historical drama, detailing the impeachment proceedings against President Andrew Johnson and the courage of the man who upset the tied vote. Using almost as many extras as went down on the *Titanic*, the show packed an amazing amount of pictorial turmoil onto the small screen and illuminated the facts of a troubled era. Victor Jory was fine as that well-meaning old diehard, Thaddeus Stevens, while James Whitmore, as the courageous Senator Ross, had a more complicated role that perhaps wasn't as fully written as it should have been.

The point was made last week, in a review of the new The Amazing Dunninger (ABC-TV) that the music was so intrusive as to be disturbing to the viewer. A second look Wednesday last indicated a sharp improvement to the benefit of the show as a whole. A bow for excellent production and wise handling to Ben Frye, producer, and John Gart, musical director. Elsewhere in the week:

MAX LIEBMAN PRESENTS: "The Music of Gershwin." NBC-TV, 1½ Hours, 9 P.M., EDT, Saturday, May 12, 1956. Live, from New York. In compatible color. For Oldsmobile Division of General Motors Corp.

With Alfred Drake as master of ceremonies, in effect, and himself also contributing of his fine voice, Max Liebman offers a tribute to the late and great George Gershwin. He had as his special guest star Ethel Merman, and few can "put over" a song like Ethel. All in all, however, there was a singularly pedestrian quality about the whole performance, hardly to be expected in view of the intriguing, top flight subject matter. The "Rhapsody in Blue" segment was effectively rendered, with Eugene List at the piano and Charles Sanford's Orchestra, and many of the dance presentations were excellent. Toni Arden, Cab Calloway, Tony Bennett shared the spotlight in offering the master's works, in addition to Drake and Miss Merman, but perhaps the fault lay in splitting the over-all presentation into specific divisions, such as instrumental, dances, songs. A more riotous blending of the ingredients might have made for a more spectacularly effective offering, since the individual elements were of the highest quality. Bill Hobin was associate producer-director.

ALCOA HOUR: "President," NBC-TV, 1 Hour, 9 P.M., EDT, Sunday, May 13, 1956. Live, from New York. For Alcoa.

David Davidson, whose "Thunder in Washington" effectively dramatized the conflict between an idealistic dollar-a-year man and a politically wise Senator, by way of sequel has gone into the drama surrounding a Presidential aspirant with remarkably satisfying results. "President," with Claude Rains in the title role, was an exceptional script for a variety of reasons. It managed to present a portrait of a man of stature so that the audience could believe in that stature first-hand. It brought to a situation that has been dramatized once or twice before a freshness of approach and a personal perception seldom achieved even in more on-beat dramas. It also utilized a couple of incidents reminiscent of the 1952 campaigns of both Stevenson and Eisenhower, the fact being incredible enough to make for lively fiction. Mr. Rains was fascinating in the complex central role, and received fine support from Everett Sloane, Larry Gates, Mildred Dunnock, and especially from Fred Clark, in a role that might have seemed a fantastic cliche were it not for his resemblance to a real-life scoundrel. Robert Mulligan directed the complicated and elaborate physical production, one of the best in the Goodyear-Alcoa series which hasn't done a poor show in recent memory.

THE GABBY HAYES SHOW. ABC-TV, ½ Hour, 5:30 P.M., EDT, Saturday, May 12, 1956. Film. For Joe Lowe Corporation (Popsicles).

Here is an attempt on the part of the ABC-TV net which might be described as "hanging on to the kids." Monday through Friday (5 to 6 EDT) there is Mickey Mouse Club and Sunday there's Super Circus. Gabby Hayes is figured to keep the franchise Saturday. This first of the new series, produced and directed by Joe Clair, features Buster Crabbe, in one of these mistaken identity, cousins - who - look-alike mixups. They tend to lead to kids' confusion and should be avoided. The production is about par for the course, with future shows to feature different stars of the west, while Gabby tells a yarn or two. This looks like the kind of stuff to keep the kids mildly entertained after the ball game.

STUDIO ONE: "The Genie of Sutton Place," CBS-TV, 1 Hour, 10 P.M., EDT, Monday, May 14, 1956. Live, from New York. For Westinghouse.

Studio One *will* produce their little fantasies, of which "The Genie of Sutton Place" was not the worst but it was still far from being a continuous delight. This archly conceived fable benefited from some occasional comic dialogue, very funny performances by Polly Rowles and Henry Jones a dignified one by William M shall. However, fantasy is a cate medium, and something to be entrusted to the willing not accomplished talents of a c actor. Harvey Grant, as the year-old who conjures up a g who in turn transforms Harv basset hound into a man, forced to carry most of the s and did it in a bland and dead- manner. And frankly, Morgan, basset hound, was no better. Th is something chilling in the s of an animal which has been over-trained it follows stage di tions with such flat, fearful cision. Like many child act they have the appearance of z bies—or, as that Dunsinane b bermouth said of the sleepwalk Lady Macbeth, "Her eyes are o but their sense is shut." Brown directed.

TELEVISION IN BRITAIN

LONDON: The inauguration of A.B.C.'s Northern TV service took place recently when Lady Mayoress of Manchester, Maureen Regan, declared open the ABC TV theatre in Didsbury. She performed the ceremony from a London studio—200 miles away. ABC had taken over the weekend transmissions from Granada TV, Northern weekday contractors, who went on the air two days earlier. This is the third commercial TV station to open since last September. The next, in Yorkshire, is likely to start transmitting next October with the Scottish station due to come into operation early in 1957.

THE B.B.C. also continues to extend its TV service. Installation of the corporation's permanent television aerial on the new 750-foot mast at North Hessary Tor, Devon, is now complete and programmes will go out on full power this week. The service area will include nearly all Cornwall, and part of Devon not served by the present Wenvoe transmitter.

UNDER a new arrangement reached between AR (Associa Rediffusion) and ATV, program contractors for the London Midlands stations, 10 extra ho a week of television transmissi start June 4. The additional ho will run between 3 and 5 P weekdays throughout the sum quarter. Outside broadcasts, w emphasis on sport, will form bulk of the new programmes. T will include such items as W bledon tennis, Richmond Brighton horse shows, cricl motor racing and horse raci Each afternoon's programme be networked in the London Midlands areas.

A FORMAL contract embody the recently announced arran ments for a television audie measurement service based on use of meters has been made tween Television Audience Me urement and ABC, AR, ATV, Institute of Practitioners in A vertising and the Incorporated ciety of British Advertisers. T contract is for an initial period 15 months.

—*WILLIAM P.*



THIS MEANS A NETWORK. Britain's commercial television the other day open its third link, the Manchester station. Thus, 4,000,000 now may be entertained a solicited. The new station is the ABC's Television's Capitol Cinema, converted, l feet long, 80 wide and 60 high, and its spokesmen say it's the biggest in Brita The stage revolves and the foyer now is the control center. The second flo restaurant is a studio 50 by 30 feet. Above, at the opening ceremonies: A chairman Sir Philip Warter, deputy chairman E. G. M. Fletcher, William Cartlidg Mrs. D. J. Goodlatte, Lady Warter, and Associated British Cinemas manag director D. J. Goodlatte.

POTLIGHT

(ontinued)

idman, NTA vice-president in rge of sales. At the same time, . Goldman announced the pur- se by WPIX, New York (Chan- 11) of re-run rights for the ne series. This marks the first e a syndicated show has been d to a network on a first-run is with a simultaneous deal set subsequent re-runs for other tions.

sociating Talent

Talent Associates, particularly cessful independent packaging l producing firm, has signed an sual long-term deal involving exclusive services with the Na- al Broadcasting Company. Cur- tly producing the Armstrong cle Theatre for NBC, the outfit in the past been responsible successful efforts as the Good- r and Philco Television Play- ses, Mr. Peepers and Adven- e. The contract calls for Talent sociates to create and produce umber of dramatic and musical ctaculars, as well as a number TV series. David Susskind and red Levy are the enterprising ners of the independent group.

ou Gotta Get Up

The pressure to get Greater w York City residents out of earlier on weekends is increas- . WABC-TV, the flagship sta- n of the ABC-TV network, an- nces that it is increasing its kend programming schedule six l one-half hours, moving up Saturday-Sunday sign-on time 8 A.M., effective May 26. At sent the Saturday sign-on time 11:30 A.M. and the Sunday n-on time 11 A.M.

itish Problem

When the BBC recently screened TV John Ford's famed film, agecoach," British exhibitors cted violently, with R. H. God- y, former CEA (exhibitor) sident, calling for a trade meet- to review the industry's film- policy. Existing arrangements mit the televising of five-minute racts from new films, but ex- itors refused permission for ture televising on pain of boy- in producers and distributors. he "Stagecoach" case, the origi- rights had expired, and ap- ently BBC made a deal with independent owner of the film.

lor Step-up

Now that NBC-TV's Chicago let, WNBQ, is on a full-color edule, the network is concen- ing on stepping up the color gramming of its New York out- It announced last week that in month of June WRCA-TV will r a total of 44½ hours of color, ch breaks down into 27 hours network programming and 17½ rs of local origination. Come the fall, network plans call for at least one major color program every night in addition to the spectaculars.

STREAM OF FEATURE FILMS TO TV RAPIDLY GROWING TO TORRENT

by VINCENT CANBY

Last week was a particularly razzle-dazzle one in that inter-industry of theatrical films-for-television.

The highlight, of course, was the joint announcement by 20th Century-Fox and National Telefilm Associates that they had entered into an agreement whereby NTA would handle the distribution to television of a package of 52 Twentieth-Fox features made between 1935 and 1947.

It was important not only because it marked the first 20th-Fox product to be turned TV's way, but also because 20th-Fox has been in the forefront of major film producer-distributors who have worked so hard and invested so heavily to make theatrical films different from TV fare.

The week was enlivened too by the rumors surrounding the MGM library of 770 pre-1948 features and 900 shorts, rumors that were put to rest—for a matter of hours, anyway, by the Loew's Inc., board meeting Wednesday which declined to act one way or the other on any offers. According to Loew's vice-president Howard Dietz, there have been "at least 10 offers, with the highest of $50,000,000 for the outright purchase," to consider.

NTA's first annual stockholders meeting (as a publicly owned corporation) Tuesday was further impressed with president Ely A. Landau's announcement that the company had purchased 100 per cent of the stock in Charles Amory's U M & M Corporation, thereby acquiring that block of 1,450 Paramount Pictures' short subjects which U M & M Corporation purchased from the film company in January. To get those Paramount shorts, for which Mr. Amory originally paid $3,500,000, along with distribution rights to a number of syndicated TV film series, NTA is paying out a cool $4,000,000.

The business of acquiring theatrical motion pictures for distribution to television, originally a furtive business with top prices paid seldom having more than four digets, has thus in a very short space of time become the basis for multi-million dollar transactions.

Perhaps more than any other single phenomenon, this huge flood of Hollywood features to the small home screens symbolizes the rapid changes being effected in the entertainment structure of the country.

The following is a conservative, company-by-company breakdown on the number of Hollywood features which have gone into TV distribution since Matthew Fox acquired the RKO Radio film library in mid-December:

Allied Artists	26
Columbia	104
Republic	76
RKO Radio	740
Selznick	10
20th-Fox	52
Warners	850
TOTAL	1,858

To this total of features that have come to TV within a scant five months, must be added the total of 3,550 theatrical shorts which have been made available to television and which, unlike many of the feature deals, have been sold outright to the television distributors. The shorts total includes 1,100 from Warners, which Associated Artists picked up along with the features; 1,000 from RKO, which Mr. Fox's C & C Television got along with the RKO features, and the 1,450 Paramount shorts newly acquired by NTA.

Paramount Pictures, incidentally, is about the only major theatre film producer-distributor about whom there are no current rumors concerning sale of its library. And, very likely, there will not be any valid rumors until or unless the Federal Communications Commission makes an adverse ruling on toll television. Paramount, of course, has one-half interest in the International Telemeter Corporation, promoters of one of the three toll television systems.

There are several significant angles to the report that MGM is continuing to entertain thoughts of selling or leasing those 770 features and 900 shorts to television. One is the all-important capital gains question. It is understood that MGM, unlike Warner Brothers which sold all rights to AAP, subject to a favorable capital gains ruling from the Internal Revenue Service, would like simply to sell television rights to the films in its library and have the monies thus accruing considered capital gains. One interesting aspect of this is that if MGM chose to remake a theatrical film thus sold, the purchaser of the TV rights to the earlier film, in effect, would own the TV rights to the remake.

At the present time, one of the most likely eventualities seems to be that MGM may undertake the distribution of certain of its features to television through its own television distribution unit, a practice currently being followed by Columbia, Allied Artists and Republic through their TV subsidiaries.

Signing In

► After some weeks of negotiation, Aluminium Limited of Canada last week signed in for its third season as a co-sponsor of "Omnibus." The Ford Foundation show moves from CBS-TV to ABC-TV when it returns to the air in October for the 1956-57 season.

Public Service

► Public service always will be an important adjunct of the operation of television stations and it is heartening and encouraging to hear now that WPIX, the Channel 11 of New York, is expanding its public service material as of now with the addition of five new educational films. They are: "The Teenager," 13 films from the University of Michigan; "Man to Man," religious series; "Transition," on the nation's progress; "Understanding Our World," also from the U. of Michigan, and "Building America."

CBS-TV Affiliate

► Station WISC-TV, Madison, Wisconsin, will join the CBS Television network July 1 as a secondary interconnected affiliate, and later, September 29, becomes a primary affiliate replacing WKOW-TV, Madison. Radio Wisconsin, Inc., owns WISC-TV.

Time for "Lancelot"

► "The Adventures of Sir Lancelot," new Official Films half-hour TV film series being shot in England, has received its time spot from NBC-TV. Beginning September 24, the show will be seen three Mondays out of four at 8 P.M., New York time. Alternating as sponsors will be the Whitehall Pharmacal Division of American Home Products and Lever Brothers. Hannah Weinstein is the producer for Sapphire Films and Ralph Smart the director.

Warners Present in '57

► It's now official: Warner Brothers will continue to present on the ABC-TV network come next season. The announcement was made jointly last week by Jack L. Warner, of Warner Brothers, and Robert E. Kintner, president of ABC. William T. Orr continues as executive producer, with the format equally divided weekly between "Cheyenne" segments and complete-and-separate dramas. The weekly studio tour also stays.

Who's Where

Last week these changes:

GERALDINE ZORBAUGH has been promoted to vice-president of the American Broadcasting Company and the post of special assistant to the president, it is announced by **ROBERT E. KINTNER**, president of ABC. At the same time Mr. Kintner announced the appointment of **JAMES A. STABILE**, ABC vice-president, as general counsel and vice-president, to head the newly-consolidated business affairs and legal departments. Mr. Stabile is also named assistant secretary of American Broadcasting-Paramount Theatres, Inc. **OMAR F. ELDER**, assistant general counsel, has been named to the post of secretary of ABC, with **MURIEL H. REIS** named assistant secretary.

NORMAN S. GINSBURG, former manager of advertising and promotion for the DuMont Television Network, has been named manager of advertising and promotion for NBC Television Films.

JAY ELIASBERG has been named to the newly-created post of assistant director of research for CBS-TV, it is announced by **OSCAR KATZ**, CBS-TV director of research. Mr. Eliasberg has been research projects supervisor since February, 1955.

M. J. RIVKIN, vice-president in charge of sales for Ziv Television Programs, announces several new sales account executive appointments. **JOHN DAVIDSON** has been named an account executive in the Atlanta office; **JAMES McENANEY** gets the post of account executive in the southern New England area, and **NOAH JACOBS** has been named to the New York sales staff.

JACK F. A. FLYNN, account executive, has been named supervisor of WPIX's political advertising accounts, with complete responsibility for the coordination of all such accounts.

O. R. BELLAMY and **ALBERT SERES** have joined TPA as account executives, the company has announced. According to **MICHAEL M. SILLERMAN**, TPA executive vice-president. Mr. Bellamy will cover Cincinnati-Dayton-Columbus. Mr. Seres has been assigned to Florida. Mr. Bellamy was formerly with Frederic W. Ziv Co.

G. SPENCER PRANKARD has joined WAB-TV as an account executive in the sales department, the station announces. Mr. Prankard was formerly associated with Moloney, Reagan and Schmidt, newspaper representatives, as a sales account executive.

ROBERT MAXWELL, producer of Lassie, winner of the 1955 George Foster Peabody Award for children's and youth programs, has signed an exclusive production contract with Television Programs of America, Inc. (TPA) it is announced by **MILTON A. GORDON**, TPA president.



HE DEVELOPS. William R. Goodheart, Jr., who July 1 will move to NBC Television and help it discover, develop and supervise talented entertainers. The company says he will be an executive and assist Thomas A. McAvity, television network vice-president. Mr. Goodheart, whom everyone calls Billy, has been around for some 25 years, and primarily is known for creating the greatest shows in radio; he also was a founder of Music Corporation of America.

The Show-Makers

***Jeffrey Hunter, Virginia Field, Patric Knowles** and **Audrey Dalton** co-star in "The Empty Room," on CBS-TV's 20th Century-Fox Hour, Wednesday, May 30. **Dale** and **Katharine Eunson** wrote the teleplay from the book by **Charles Morgan**. **Tim Whelan** directed the play with **Jules Bricken** producing. Host is **Joseph Cotten**.*

◆

***Alan Cook** has been signed to direct the last two live shows in MCA's Star Stage series, Fridays on NBC-TV. A former British film director, he has handled TV directorial chores on Robert Montgomery Presents and Big Story. His first chore will be directing "Foundations," a live teleplay on May 25, with **Polly Bergen** and **John Baragrey**.*

◆

***Rosalind Paige**, supper club singer, will make her dramatic debut on TV when she stars in "Faith and Patience" on Star Tonight, Thursday, May 24 on ABC-TV. **Harry Herrmann** produces.*

◆

***Claude Kirchner** has joined WABD, New York, as host on Saturday's Looney Tunes, it is announced by **John Kieran, Jr.**, director of programs.*

◆

*Singer **Eileen Barton**, comedian **George Kirby** and **Sally** and **Joe Novelle**, a novelty act, will play in "The Poodle Symphony," in which 12 dogs are seen, on Stage Show, Saturday, May 26 over CBS-TV. Also present will be **Tommy** and **Jimmy Dorsey** and their combined orchestra, and the **June Taylor Dancers**. **Jack Philbin** is executive producer of the series and **Frank Satenstein** is director.*

◆

*Joe E. **Brown** stars in "The Golden Key" on General Electric Theatre, Sunday, May 27 on CBS-TV. **Ronald Reagan** is on-air supervisor.*

◆

***Eddie Firestone** has joined the cast of CBS-TV's Ford Star Jubilee production, "A Bell for Adano," Saturday, June 2. **Barry Sullivan** and **Anna Maria Alberghetti** will co-star. **Jay Novello** and **Herbert Patterson** also will appear. **Arthur Schwartz** produces.*

◆

***Jan Sterling, Richard Boone**, and **Elizabeth Montgomery** star in "The Shadow of Evil" on Climax! Thursday, May 24 over CBS-TV. Also in the cast are **Skip Homeier** and **Eduardo Ciannelli**. **Hagar Wilde** wrote the teleplay, **Edgar Peterson** is producer and **Russell Stoneham** directs.*

◆

***Laurie Carroll** has been set as a regular on the new Johnny Carson show set to debut Monday, May 28 on CBS-TV. **Glenn Turnbull** will also appear.*

◆

***Ruth Hussey** stars in "Mink" on Alfred Hitchcock Presents, Sunday, June 3 on CBS-TV. Appearing with Miss Hussey will be **Anthony Eustrel, Mary Jackson, Eugenia Paul, Veda Ann Borg, Paul Burns, Sheila Bromley, Vivi Janiss** and **Vinton Haworth**.*

◆

*Masquerade Party, ABC-TV panel-quiz show featuring **Peter Donald** as moderator and **Ogden Nash, Ilka Chase, Bobby Sherwood** and **Betsy Palmer** as panelists, moves to a new day and time period—Saturdays, 10-10:30 P.M., EDT—effective June 30.*

◆

***Walt Disney** has signed to contracts six talented youngsters, three boys and three girls, as new members of the Mousketeers, juvenile repertory group seen regularly on the Mickey Mouse Club on ABC-TV. These are **John Solari, Charley Laney, Larry Larsen, Cheryl Holdridge, Eileen Diamond**, and **Margene Story**.*

◆

***Eddy Arnold** will have **Helen O'Connell** as his guest on the new Eddy Arnold Show Thursday, May 24. The weekly half-hour program on ABC-TV also will feature **Chet Atkins** and the **Paul Mitchell** musical combination.*

◆

***Alice Richardson** has been named off-camera fashion and beauty editor on NBC-TV's Home program, succeeding **Hazel Arnett** resigned. Miss Richardson was formerly editor of **Advance Pattern Magazine**.*

HOLLYWOOD

HOLLYWOOD: According to ***Fred Henry***, executive producer for ***Lee Fedderson's*** CBS vid-series, "The Millionaire," the TV industry has become a virtual Utopia for both writers and directors, and motion pictures are now a secondary outlet for the talents of a major of the craftsmen in these many creative fields of the entertainment industry. "The Millionaire uses up 52 original teleplays per year, written by both established writers and outsiders, and utilizes the services of numerous directors for its successive weekly telecasts. "Originally a stop-gap haven for temporarily unemployed motion picture writers and directors, TV is now the major source of revenue for these craftsmen, and is actually offering more jobs than it can find the talent to fill," Mr. Henry declared.

◆

The first demonstration for advertisers of the new Ampex video tape recorder system was given on CBS-TV May 17 at the tenth annual west coast meeting of the Association of National Advertisers at Pebble Beach, California. The Ampex system provides a practical method of recording television pictures on magnetic tape which can be played back almost instantaneously. Engineering crews from the Ampex Corporation in Redwood City and from CBS Television City in Hollywood duplicated the installation that created a stir at the NARTB Convention in Chicago. ***Howard Meighan***, vice-president of CBS-TV in charge of the Western Division, announced at the meeting Thursday the purchase of seven more recorders, a total of 10 for CBS.

◆

Mickey Rooney will be the producer of a new series, Calamity Jane, in association with Screen Gems, Inc., television subsidiary of Columbia Pictures, it is announced by ***Irving Briskin***, vice-president in charge of production. This is the twelfth new series announced this season by Screen Gems, which currently has seven national shows on the air.

TELEVISION TODAY—Editorial Director Charles S. Aaronson; Eastern Editors Pinky Herman, Vincent. Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London Peter Burnup; Photo Editor: Floyd E. Stone.

).C. Hearing

(*Continued from page* 1)

imony of his seven colleagues. imel, it is reported, will stress efforts to set up an arbitration tem.

)thers scheduled to speak before Senate group are Louis Phillips, amount vice-president and general nsel; Y. Frank Freeman, vice-sident and studio head of Para-unt; Charles J. Feldman, vice-sident and general sales manager Universal; William C. Gehring, e-president of 20th Century-Fox; Montague, vice-president and gen-l sales manager of Columbia Pic-es; Arnold Picker, vice-president charge of United Artists' foreign tribution, and Charles Reagan, e-president and general sales man-r of Loew's, Inc.

The hearings will be attended also representatives of both Theatre ners of America and Allied States sociation. Following the SSBC sions, Allied will hold its Spring rd of directors meeting. Mem-s of TOA have been invited to sit that portion of the board meeting ich will concern the Emergency fense Committee.

iegel in N.Y.

(*Continued from page* 1)

wing of the picture, which stars g Crosby, Grace Kelly and Frank atra. "High Society," slated for l-summer release, will be given e of the most extensive advertising npaigns in recent years. Also in-ded in its cast are Celeste Holm, n Lund and Louis Armstrong and band. Cole Porter wrote its nine gs, his first original score for a ture in more than 10 years. arles Walters directed.

After mapping plans for exploita-n and distribution of "High Soci-," Siegel will meet with Arthur M. ew, president of Loew's, Inc., and er M-G-M executives to formulate ns for "Les Girls," "Merry An-w" and other properties on his duction schedule.

anta Claus on Tour or 'Toy Tiger'

Lucky S. Squire, celebrated Macy's ta Claus who has become iden-ed as the official Santa, will make ey city promotional tour on behalf Universal - International's "Toy ger."

Starting in New York today, his ial schedule calls for visits to tsburgh, Oklahoma City, Tulsa and w Orleans with other cities to be led.

REVIEW:

Storm Over the Nile

London Films—Columbia

BASED ON A. E. W. Mason's best-selling novel, and photographed in CinemaScope and color by Technicolor, "Storm Over the Nile" is a realistic and moving dramatization of war-torn Egypt in 1900 and of the conquering of the Sudan forces by British armies. Exhibitor-wise, it is lusty entertainment, rich in pageantry and thrilling in war action. Zoltan Korda's production appears to be an historical spectacular with a cast of thousands.

Anthony Steel, Laurence Harvey, James Robertson Justice and Mary Ure are cast in the major roles of the R. C. Sherriff screenplay. As the British officer who resigns his rank because of cowardice and later redeems himself through several acts of heroism, Steel is convincing and realistic. When he leaves the military, he returns to his finance, Miss Ure, to find her hostile to his quitting the service. When three of Steel's fellow officers sail to Egypt to war against the Dervishes, the officers (Harvey, Justice and Ian Carmichael) present three white feathers to Steel before their departure, the feathers being the British symbol of cowardice.

To add insult to this injury, Miss Ure gives Steel the fourth feather before cancelling the wedding.

Realizing his error, Steel leaves London and sets out for Egypt, halting on the way to receive the brand of the Sangali tribe on his forehead—which the Dervishes will recognise when Steel meets them in the Sudan. As such a member of the Sangali tribe, Steel sets out across the desert to join the Dervishes, allowing himself to be captured by them and used as slave labor with the hope that he might be able to later assist the British attack. He returns the first feather to Harvey when Steel rescues him in the desert. Later, after being thrown into prison, he manages to free the two other officers (also held captive there) and then returns their two feathers. Returning home as the hero of the war which the British forces won, Steel gives the last feather to Miss Ure, thus marking the redemption of a man once a coward and now a hero.

The supporting cast—Ronald Lewis, Jack Lambert, Geoffrey Keen and thousands of British and Egyptian forces—complement the superb performances of the major stars. Producer Zoltan Korda, who also co-directed with Terence Young, did much to improve upon the original novel by recreating the pageantry and historical settings of the early 20th-century battle. The visual appeal is enhanced considerably by CinemaScope and color by Technicolor that faithfully reproduce the Sudan countryside and desert. Music composed and conducted by Benjamin Frankel blends well with the dramatic sequences.

A London Films Production released by Columbia, "Storm Over the Nile" appears to be top product for exhibitors. It is apparent that Korda stinted little in filming this spectacle that should meet with wide public approval.

Running time, 113 minutes. General classification. For June release.

J. E.

Camera Mart Offers Tightwind Adapter

A tightwind adapter designed to fit standard rewinds that will eliminate the tangling and unnecessary cutting of film has been announced by the Camera Mart, Inc., motion picture and TV equipment manufacturers and distributors.

Available for left or right side rewinds, the Camart tightwind adapter winds 16mm. or 35mm. film quickly and smoothly on plastic cores, it is claimed.

Weltner in Atlanta For 2-Day Meet

ATLANTA, May 20. — George Weltner, Paramount worldwide sales head, tomorrow will open a two-day meeting here of the company's Southern division, with executives from the Atlanta, Charlotte, New Orleans, Jacksonville and Memphis branches in attendance. The meeting will be the fourth divisional conclave in a series of seven scheduled by Weltner to be held in various sections of the country.

RKO Slates 11

(*Continued from page* 1)

preparation of new properties for subsequent production. The 11 features and their starting dates are:

June 7, "Bundle of Joy," co-starring Eddie Fisher, Debbie Reynolds, and Adolphe Menjou. Producer: Edmund Grainger. Director: Norman Taurog; June 11, "Run of the Arrow." Producer-director, Samuel Fuller; June 25, "The Day They Gave Babies Away." Producer: Sam Wiesenthal. Director: Allen Reisner. Glynis Johns is first player signed; July 9, "Strike a Blow." Cast to date: James MacArthur, Kim Hunter, James Gregory, Jeff Silver. Producer: Stuart Millar. Director: John Frankenheimer; July 16, "I Married a Woman," starring George Gobel. Producer: William Bloom; Aug. 6, "The Lady and the Prowler." Producer-Director: John Farrow; Aug. 15, "The Girl Most Likely," starring Jane Powell. Producer: Stanley Rubin; Aug. 20, "Underdog." Producer: Stanley Rubin; Aug. 20, "Stage Struck"; Oct. 15, "Pakistan," starring John Wayne. Producer Stanley Rubin, and Oct. 15, "Bangkok."

Schary Doubts

(*Continued from page* 1)

vast film library to television interests.

Asked how he felt about competing against old feature films on TV, Schary responded that in his opinion the "direct sales" made to TV are not helping the picture companies. He went on to say that he favored a leasing arrangement, whereby the film companies can retain "control" over their pictures. Schary left here for the Coast on Friday.

Meanwhile, it is understood that Loew's is awaiting a ruling from the Internal Revenue Service on whether the leasing of TV rights would be considered a capital gain.

Danheiser Promoted In RKO Foreign Dept

The promotion of Melvin B. Danheiser to the position of assistant to the foreign sales manager of RKO Radio was announced by Walter Branson, vice-president. In his new post, Danheiser will assist Sidney Kramer, foreign sales manager, and be generally responsible for foreign sales control. The promotion will become effective next Monday.

At the same time, Branson announced another promotion. Julius Stein today will move from domestic accounting to the foreign sales division, where he will be in charge of sales control for Latin America and the Far East.

IN SUPERSCOPE 235
:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

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IN SUPERSCOPE 255
2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 99 NEW YORK, U. S. A., TUESDAY, MAY 22, 1956 TEN CENTS

Exhibitor Woe Due to TV, Drive-Ins, Say Distributors

Defend Film Rentals Before the SSBC; Deny Production Is Artificially Limited; Point to Rising Costs, Demand for Quality

By J. A. OTTEN

WASHINGTON, May 21.—Spokesmen for major film producers and distributors told a Senate Small Business Subcommittee today that exhibitor troubles are due to competition from television and drive-ins, and not to distributor trade practices.

In a full day of testimony, they angrily denied earlier exhibitor charges that the distributors artifically limit production and charge exorbitant film rentals. They emphasized again and again that the producer-distributors get their income from the theatres and so find it to their own self-interest to keep the theatres alive and healthy. Rising production and distribution costs and public demand for higher quality films, if anything, limit the number of films today, they emphasized.

They also attacked leaders of the Theatre Owners of America for backing out of the industry arbitration plan, and leaders of Allied States Association for proposing government regulation of the film industry.

The all-day testimony quite obviously made an impression on the two subcommittee members present —

(*Continued on page* 10)

For Half-Year

Gross and Net Of Walt Disney In Heavy Rise

Six Months' Revenue Is Reported $12,859,321

From THE DAILY Bureau

LOS ANGELES, May 21.—Gross revenue and net profit of Walt Disney Productions for the first half of the current fiscal year showed marked improvement over the corresponding months a year ago, president Roy O. Disney said today in an interim report to shareholders. The company's interest in Disneyland amusement park was not reflected in the figures for the reported period.



Roy Disney

Consolidated gross revenue for the six months ended March 31 totaled

(*Continued on page* 4)

Supreme Court OKs FCC Limitation of Radio-TV Ownership

From THE DAILY Bureau

WASHINGTON, May 21. — The Supreme Court today upheld the right of the Federal Communications Commission to limit the number of radio and television stations that can be owned by one person or company. A seven-to-two decision overturned

(*Continued on page* 4)

AA, UA in Overseas Co-Distribution Pact

Harold Mirisch, vice-president of Allied Artists, and Arnold M. Picker, United Artists vice-president in charge of foreign distribution, announced yesterday the conclusion of negotiations for the overseas distribu-

(*Continued on page* 4)

Since the War

Small Increase In Spending On Recreation

From THE DAILY Bureau

WASHINGTON, May 21. — The post-war decline in motion picture theatre admissions has been responsible for a relatively small increase in overall consumer spending on recreation since the war, the Commerce Department reported today.

An article by Department economist Carolyn G. Bernhard in the Department's "Survey of Current Business" for May analyzed post-war consumer spending on all types of services, including recreation.

If it weren't for the decline in motion picture theatre admissions, the largest single item in the recreation

(*Continued on page* 4)

Technicolor Advance Told

If Technicolor's earnings for the rest of the year measure up to the $678,400 net profit earned in the first four months, the American and British companies' profit would equal 94.7 cents per share, Dr. Herbert Kalmus, president, told stockholders here yesterday. April's profit after taxes was

(*Continued on page* 4)

Highlights of Distribution Testimony at SSBC

Highlights of testimony given to the Senate Small Business subcommittee by distribution and production executives at the hearing in Washington yesterday follow.

ARNOLD PICKER, United Artists vice-president in charge of foreign distribution: Experience in world markets has demonstrated that competition, not governmental regulation, is the answer.

• •

Y. FRANK FREEMAN, Paramount vice-president in charge of production: It costs the industry $50 millions more to make 225 fewer pictures now as compared with 15 years ago.

• •

CHARLES REAGAN, Loew's Inc., vice-president and general sales manager: Exhibitor testimony presented last March on charges of unfair dealings by Loew's is not representative of the feelings of the large body of theatremen throughout the country.

• •

ADOLPH SCHIMEL, vice-president and general counsel of Universal: The withdrawal of TOA from arbitration was a betrayal—deliberate and shameless. Exhibition's proposal for the arbitration of film rentals strikes at the very heart of the business of producing and distributing pictures.

• •

WILLIAM HEINEMAN, vice-president of United Artists: Exhibitors are either unaware of the fact that the costs of distributing motion pictures and the costs of production have climbed enormously in the past few years, or else, if they are not unaware, they just don't care to be concerned with this fact.

Allied Executives And TOA Leaders In D.C. Sessions

From THE DAILY Bureau

WASHINGTON, May 21. — Allied States Association officials said they did not expect any announcement on the results of their meetings here until late Wednesday.

Allied's Emergency Defense Committee was meeting here this evening, with officials of the Theatre Owners of America sitting in. Tomorrow and Wednesday the Allied board will hold sessions.

Allied president Ruben Shor said that unless his plans changed he would not have anything to say about

(*Continued on page* 10)

PERSONAL MENTION

EDWARD MOREY, Allied Artists vice-president, has arrived in Hollywood from New York. HAROLD J. MIRISCH, vice-president, who has been here for conferences, returned to the Coast yesterday.

•

WALTER WEISBUCH, assistant to the advertising manager of National Screen Service, is the father of a son born here to MRS. WEISBUCH.

•

MYER FINE, president of Associated Circuit, Cleveland, became a grandfather when a son was horn there to MR. and MRS. MARSHALL FINE.

•

JAMES HENDERLING, M-G-M business representative for the "Something of Value" unit, will leave Hollywood on Friday for Africa.

•

ALEXANDER CAPLAN, representative in Japan for Samuel Goldwyn and Walt Disney, will leave New York today for London via BOAC.

•

EDWARD SMALL, in New York from the Coast, will leave here Friday aboard the "United States" for Europe.

•

RONALD HOWARD, actor son of Leslie Howard, will arrive here tomorrow from London via BOAC.

•

NAT LEVY, RKO Radio Eastern sales manager, will return to New York on Thursday from Dallas.

•

PAUL GRAETZ, producer, will return to New York today from Europe aboard the "United States."

Para. Flying Press People to Virginia

Trade press reviewers and other members of the press will experience the industry's first double motion picture excursion when Paramount flies them from New York to Williamsburg, Va., for the initial press preview of Perlberg-Seaton's "The Proud and Profane."

It will be a double excursion because, at the same time, the writers will be director George Seaton's guests at the location shooting of "The Williamsburg Story," the special feature he is making for the Rockefeller Foundation. This William Wright production is being shot exclusively for the new VistaVision-equipped special theatre in the heart of the authentically reconstructed Colonial village erected during the past decade under Rockefeller Foundation aegis.

NTS in Quick Change For Epilepsy Film

Variety Club barkers who saw the picture on epilepsy, produced by 20th Century-Fox, at the next-to-closing day international convention luncheon in the grand ballroom of the Hotel Waldorf Astoria were not aware of the quick-change technical "artistry" that made the showing possible.

The picture had been produced for four-track magnetic sound but the hotel equipment could not accommodate it. A rush call to New York office of National Theatre Supply Co. on the afternoon preceding the scheduled showing brought a crew of engineers under the supervision of branch mangaer Allan G. Smith. Overnight the changes were made to reproduce the picture on single track magnetic, using the hotel's Simplex X-L projectors.

Smith pointed out here yesterday that the conversion to a different sound process is not as intricate as many exhibitors believe and that the changeover can be accomplished on short notice when a theatre is faced with such a problem.

'Searchers' Sets Mark in 3 Cities

With stars John Wayne and Ward Bond making personal appearances, C. V. Whitney's production of "The Searchers," for Warner Bros. presentation, has racked up top record-breaking grosses in its first three premieres in Chicago, Buffalo and Detroit, the company announced yesterday.

In Chicago, behind a $5,000 personal appearance one-show world premiere on Wednesday night, the Chicago Theatre, playing "The Searchers" without a stage show, rolled up a record-shattering gross of $34,560 through Sunday, it was said.

Strong in Buffalo

In Buffalo, the Center Theatre, with a personal appearance one-show preview on Thursday night of $3,000 chalked up another record-breaking gross of $15,549 through Sunday.

In Detroit, "The Searchers" opened at the Palm State Theatre on Friday without any on-stage appearance of the stars who, however, held press, television and radio interviews on opening day, to record receipts of $23,616 through Sunday, marking another record-topping performance.

Wm. Kennedy Dies

HARTFORD, May 21.—William E. Kennedy, about 63, who had served as treasurer of the Western Massachusetts Theaters, Inc., of Springfield, for the past 30 years, died after a lengthy illness.

Mrs. Chase Elected Council President

CLEVELAND, May 21.—The re-election of Mrs. Joseph A. Chase as president highlighted the annual meeting of the Motion Picture Council of Greater Cleveland last week.

Other officers elected were vice-president, Mrs. F. J. Chapman; recording secretary, Mrs. W. T. Shoemaker; treasurer, Mrs. William Ward; corresponding secretary, Mrs. James Prutton, and board members, Mrs. Robert Adams, Miss Virginia Beard, Mrs. Clair Brewer, Mrs. John Borza, Mrs. E. V. Burt, Mrs. E. F. Carran, William Conners, Mrs. Florence Craig, Mrs. R. N. Denby, Millard Jordan, Mrs. M. C. Mushnack, Miss Delia McMyler, Miss Ruth Pattison, Mrs. William G. Sullivan and Mrs. Michael Weppner.

Purposes Outlined

The function of an organization's review chairman was outlined at the annual session by Mrs. Dean Gray Edwards, guest speaker, who noted the primary requirement to be evaluation of a film as entertainment and, secondly, that a critic should recall that films are made for the masses with a diversity of standards and interests. Mrs. Edwards, in noting the crime films available for viewing, declared "the only place that crime pays is at the box-office."

Honor 'D-Day' GIs At Fox Film Premiere

A tribute to those GIs who took part in the D-Day landing in France during 1944 has been arranged in connection with the 20th Century-Fox production of "D-Day, The Sixth of June" and its world premiere May 29 at New York's Roxy Theatre.

Military officials and members of the Fourth Division Association, many of whom were the first to hit the beachhead in the attack, will join film industry representatives in saluting the film version of the prize-winning Lionel Shapiro novel.

Expect 250 to Attend Luncheon for Schimel

An estimated 250 leaders of New York's motion picture and entertainment industry are expected to attend a testimonial luncheon tomorrow at the Park Lane Hotel honoring Adolph Schimel, vice-president, secretary and general counsel of Universal Pictures.

Sponsored by the Motion Picture and Amusement division of the United Jewish Appeal of Greater New York, the luncheon will pay tribute to Schimel for his service to UJA and for his efforts as chairman of the industry during the past three UJA campaigns.

Set the First Thrillarama

Special to THE DAILY

DALLAS, May 21.—Plans for the domestic and foreign distribution of "Thrillarama Adventure," a motion picture filmed in the dual camera process, have been disclosed by Thrillarama Releasing Corp., a newly organized Texas firm.

No date for the world premiere of the film has been announced but executives expect the initial showing to be in Dallas or Houston. After the premiere, 25 packages, including the print and necessary equipment, will be available for immediate use in the U.S. and Canada. The foreign distribution program for "Thrillarama Adventure" calls for showings in South and Central America. The releasing firm disclosed that a representative in the foreign distribution field will be named later to supervise this phase of the company's operations.

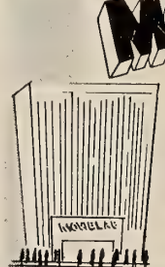
Special Equipment Provided

Special screen and booth attachments are to be provided for the showing of the film which is the first technical display of the "Thrillarama" process. Albert H. Reynolds of Texas, who promoted the idea of the new process, heads the company which has offices at Dallas and Hollywood. Branch offices are to be opened later in New York and Chicago.

Due to the reported small installation costs involved, the firm expected that the film will have wide distribution and should reach all cities with a population in excess of 15,000.

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PEOPLE

H. E. McManus, who had been associated for the past eight years with Co-operative Theatres of Ohio as assistant to **Milton A. Mooney,** president, and who is leaving Cleveland to take over the management of three Toledo drive-in theatres owned by **Ray Searles** and **Sons,** was dined by some 200 industry friends prior to his departure for Toledo.

¤

Milton Glass has been retained as supervising architect for the modernization program at the old Biograph studios in New York, which Gold Medal Studios has taken over for a motion picture center.

¤

Peter Perakos, Jr. of Perakos Theatres Associates, New Britain, Conn., has been named a member of the Safety Action Committee of that city.

¤

Norman S. Ginsburg, former manager of advertising and promotion for the Du Mont Television Network, has been appointed manager of advertising and promotion for NBC Television Films. An employe at DuMont from 1950 to 1954, Ginsburg had been director of advertising and promotion for Studio Films, Inc., for the past two years.

¤

Mary Kinckle Dammond has been appointed as a special publicity consultant for United Artists. Mrs. Dammond will begin her assignment with two new UA releases, Robert Rossen's "Alexander the Great" and "Trapeze." Mrs. Dammond also will serve as a liaison contact with the Negro press.

French Film Office Issues Newsletter

The French Film Office here yesterday issued the first number of its Letter From France," a newsletter designed to create closer relations between the French and American film industries.

The letter will be published monthly and will be sent to distributors, exhibitors and educational organizations.

Funeral Rites Held For Carl Fishman

Funeral services were held yesterday for Carl Fishman, 42, of Brooklyn, assistant advertising manager at Loew's Theatres, Inc., who died Sunday at New York Hospital of a heart attack.

An employe of Loew's Theatres since 1929, he served with the Navy during World War II.

'Guys and Dolls' Scoring

Loew's Oriental Business 15% Ahead of 1955: Mayer

By LESTER DINOFF

Motion picture business for Loew's International throughout the Far East, Middle East and Near East currently is 15 per cent ahead of last year's record for those territories, according to Seymour R. Mayer, Far East supervisor for Loew's International, who also reported here yesterday that Samuel Goldwyn's production of "Guys and Dolls" is doing excellent in its roadshow engagements there, particularly in Japan.



Seymour Mayer

Mayer, who recently returned from a two-and-a-half month business trip, part of it in company with Goldwyn in conjunction with the Japanese and Hong Kong openings of "Guys and Dolls," said that "business is very good. M-G-M films such as 'The Swan,' 'I'll Cry Tomorrow' and 'Guys and Dolls' are doing terrific business."

Praises Goldwyn

The Loew's International executive enthusiastically praised Goldwyn for his efforts and actions in helping the company launch the openings of the CinemaScope film which is based on a story by Damon Runyon. Mayer said that "I am deeply appreciative to Mr. Goldwyn for helping us; his presence boosted our campaign. He is a real showman." Mayer, continuing on, said that with the picture doing excellent business in its roadshow engagements, "indications are that 'Guys and Dolls' will gross over 100 million yen in Japan." He disclosed that in U. S. dollars, that amount is close to $300,000. The previous M-G-M high grosser in Japan was "Seven Brides for Seven Brothers," close to 90 million yen.

Commenting on his trip as a whole, Mayer said that there is much room for expansion, particularly in the Middle and Near East. However, he said that this expansion of Loew's International and other U. S. film company efforts in these territories would not take place until the conflict between Israeli and Arab interests settles down.

TV Growing in Japan

Mayer said that television is growing rapidly in the Japanese market, but thus far has not affected the motion picture business. The reason for this, he said, was that the price of sets was generally out of the public's reach. The foreign department executive, commenting further, said that most of the TV programming in Japan is devoted to motion pictures and baseball. Many of the films shown on TV there were produced locally, he said.

In discussing censorship in the countries under his supervision, Mayer said that the Japanese are seeking to have the Motion Picture Export Association of America member-companies join the EIREN—the Japanese Production Code Administration. "There is much pressure on us to do this," he said, "and our current talks on this may bring about a compromise agreement."

Hits Censorship in India

Censorship in India, Mayer flatly stated, is "intolerable, unfair. It is not based on any rhyme or reason. Foreign films are very strictly censored and, if and when approved, are shown in only 182 theatres at the most." The Loew's International official pointed out that actress Ann Miller, who has appeared in some 25 M-G-M productions, is not known in the Indian market as in each film in which she starred, she showed some "cheesecake," legs, low cut dress, and this is not acceptable there, according to present rules.

'Dolls' Not Dubbed For Japanese Dates

Loew's International which is releasing Samuel Goldwyn's production of "Guys and Dolls" throughout the world, has not dubbed the film for its exhibition in Japan, Seymour R. Mayer, Far East supervisor, reported yesterday.

The picture, shown in roadshow engagements with its Damon Runyon-type dialogue, is screened with Japanese sub-titles, Mayer said. He did not say how the translation into Japanese shaped up.

Name the Goldwyn Winner on May 31

The recipient of the 1956 Samuel Goldwyn creative writing award, will be named May 31 at the University of California at Los Angeles, it was disclosed yesterday by UCLA Chancellor Raymond B. Allen.

Established last year by Goldwyn to encourage creative writing of all types at the school, the award carries with it a $1,000 prize. Some 80 entries are under consideration by the contest judges who include professor Kenneth Macgowan of the school, playwright Moss Hart; George Seaton, president of the Academy of Motion Picture Arts and Sciences, and F. Hugh Herbert, national chairman of the Writers Guild of America.

Hoare in Warning

Tells UK Gov't Industry There Needs Aid Now

From THE DAILY Bureau

LONDON, May 21.—Frank Hoare, president of the Association of Specialised Film Producers, is the latest predicting doom for the production industry here unless immediate Government action is forthcoming. In presenting his association's annual report, he said that the production industry would collapse entirely unless the Government takes early and drastic action in its support.

Sees This Year Vital

Said Hoare: "In 1956-57 the destiny of British film production will be settled. Either we shall go ahead progressively, or decline to a point where British film production will be of little, if any, importance in the world.

"It seems to us that if British film production is to be saved from collapse the Government and the industry must work out some remedy without waiting for the end of the present period of the Eady Levy arrangements which are due to expire in October 1957."

Like all other leaders of the trade here, Hoare is shocked and dismayed at the Chancellor of the Exchequer's failure to relieve the industry of "the frightful burden" of entertainment tax, but he and his associates have special reason for their dismay. Second features and shorts are very much in a falling market here and with justification Hoare says in his report:

Asks Action on Tax

"The failure of the Government to deal with the tax has brought about a position in which nobody knows what will be the future of the British film Production Fund when the present arrangements end in October, 1957. This is the most serious situation facing us as producers."

Faced with the peculiar difficulties attending short and second features production here, the A.S.F.P. president adjures his members to adopt forthwith a militant attitude "with or without the support of the other three Trade bodies."

"We cannot tolerate any longer the low standards of rentals paid by exhibitors for supporting features and shorts," he said. "We are forced to reiterate our demand for statutory minimum rentals for this class of film.

Wants Return of Renters' Quota

"We want to see renters' quota reintroduced as a means of ensuring a larger output of supporting films and also to ensure that renters take a greater interest in the market for these films.

"We shall urge that the exhibitors' quota level for supporting films be raised to 30 per cent and thereafter raised progressively as the supply improves."

Technicolor

(*Continued from page* 1)

$174,500, or 9 cents a share, he pointed out.

There are prospects of considerable saving in manufacturing costs and of some increase in volume later this year, Dr. Kalmus told the meeting. During 1955, he said, Technicolor had commitments for 73 new feature length films with color or print by Technicolor. For 1956 the sales department estimates new feature business of not less than 80 features.

He attributed the improvement to new raw materials being employed and to improvements in manufacturing techniques.

New Process a Factor

Another contributing factor, Dr. Kalmus said, is the increased flexibility of Technicolor's process "permitting an exposure of the large area negative with or without anamorphic lens on the camera and enabling us to deliver prints therefrom of almost any variety demanded, such as 8-perforation prints for road show purposes, 35mm flat or 35mm CinemaScope type prints, etcetera, of highest quality."

Replying to questions of stockholders concerning Technicolor's further improvements effected by introduction of changes in printers used in the laboratory, Dr. Kalmus said:

"This step may require that Technicolor develop the negative. The technical nature of this improvement is secret but I can say that the result is a very marked improvement on the quality of the release prints. Also, by the use of a squeeze or anamorphic lens on the camera and another such lens on the printer in the Technicolor laboratory we have been able, for example, to start with an 8-perforation VistaVision type negative and end with a normal 35mm CinemaScope type print.

Says Quality Is Recognized

This particular combination is only illustrative. The extremely good character and quality of this print has been acclaimed by most everyone who has seen it.

"In combination with this quality improvement brought about by the new matrix and blank stocks and the improved printer procedure, squeeze or anamorphic lenses on the camera or on the Technicolor printer, or both, may be employed to permit the use of various kinds of negative such as VistaVision, 65mm, 55mm, and so on to enable Technicolor to deliver prints of CinemaScope type, standard 35mm, and so on as required," he said.

AA and UA

(*Continued from page* 1)

tion of Allied Artists' first Billy Wilder and John Huston pictures, "Ariane" and "Typee," respectively.

Under terms of the agreement, UA, which has a financial interest in the pictures, will distribute them in most parts of the overseas market. Allied Artists will distribute the pictures in the U. S., Canada and part of Latin America.

Disney Gross and Net Rise

(*Continued from page* 1)

$12,859,321, compared with $9,876,175 for the like period last year.

After all charges, net profit was $1,418,850, equal to $2.17 per share on the 652,840 shares of common stock outstanding. For the corresponding six-month period a year ago, net profit amounted to $430,048, or 66 cents per share.

Three Reasons Cited

Major reasons given for the sharp rise in revenue and earnings were:

1. Gratifying returns from four feature pictures—"Davy Crockett," "Lady and the Tramp," "African Lion" and "The Littlest Outlaw"—released domestically during the past 12 months. Large foreign potentials lie ahead for these products, Disney said.

2. Continued good earnings, both domestic and foreign, from such other releases as "20,000 Leagues Under the Sea," "Vanishing Prairie" and "Living Desert."

3. A 55 per cent increase in combined revenues from character merchandising, publications, music, comic strips, etc., all of which are profitable and growing steadily.

In order to carry forward a heavier production schedule of motion pictures and television shows, the company extended its bank borrowings to $9,313,852 as of March 31 last, an increase of $2,695,572 since October 1, 1955. In this connection Disney said, "We are making progress toward securing a substantial amount of long-term or permanent financing to replace current bank borrowings. Our goal is to complete this transaction sometime this fall."

The company's two television shows are now reaching estimated audiences of 45,000,000 people a week for Disneyland, and 16,000,000 a day for the Mickey Mouse Club, the leading daytime show. Production is proceeding well on new programs for these shows which will be telecast starting in September. Under arrangements recently completed, the company's income from its 1956-57 television programs is expected to cover production costs and provide a small profit.

Australian Releases Planned

The report stated that the company will soon release some of its television product over stations in Australia and Mexico, and negotiations are under way for television distribution in Cuba, Venezuela, Colombia, England, France and Italy. Although direct revenue from these sources will be small at first, substantial benefits to motion picture exploitation are seen.

Supreme Court

(*Continued from page* 1)

a contrary ruling of the Court of Appeals for the District of Columbia. The lower court had held that the commission did not have the power to deny automatically an application for a new station by a firm already owning a certain number of stations.

The FCC rule is that one person or firm cannot control more than seven radio stations, seven FM stations or five VHF television stations. Storer Broadcasting Co., which owned five TV stations, applied for a sixth in Miami, had its application rejected at once, and then went to court. The appeals court found against the commission, and the commission then appealed to the Supreme Court.

Justice Reed, speaking for the court majority today, said that the FCC rules do not illegally deny applicants their right to a hearing, and argued that applicants with the full limit of stations could always try to convince the FCC that its rules were wrong. Broad authority for the FCC in matters of this kind, Reed said, were "necessary for the orderly conduct of (the commission's) business."

Loew's Stock Sales

WASHINGTON, May 21. — The Securities and Exchange Commission reported that during April Dore Schary, vice-president of Loew's Inc., bought 5,000 common shares of the company's stock, making his direct holdings that amount and that Benjamin Thau, Loew's vice-president, bought 22,000 common shares, making his direct holdings that amount.

Fadiman in New Col. Story Post

A new Columbia Pictures post, that of executive story editor, has been created at the studio for William J. Fadiman, it was announced yesterday by Harry Cohn. Fadiman, who has been a staff producer with the studio, was most recently responsible for production of "Jubal" and "The Last Frontier."

Kenneth Evans and Albert Johnston will continue to function as story editors at the studio and in New York, respectively.

Prior to joining Columbia as a producer, Fadiman worked in story and editorial capacities at M-G-M, Samuel Goldwyn and at RKO .

Levine Will Direct Industry Golf Day

Martin Levine of Brandt Theatres has been named chairman of the fifth annual film industry golf tournament being sponsored by Cinema Lodge of B'nai B'rith to be held June 14 at the Vernon Hills Country Club at Tuckahoe, N. Y.

Named as co-chairmen by Robert K. Shapiro, president of Cinema Lodge, were Marvin Kirsch and Harold Rinzler of Randforce Theatres.

Responsible for the resumption of the annual industry get-togethers under B'nai B'rith, Levine said the tourney will be open to industry representatives of all faiths and to those in all branches of the entertainment industry, including TV, radio and the film industry.

Small Increase

(*Continued from page* 1)

group, consumer spending on recrea tion between 1947 and 1955 woul have risen more than average, th article reported. It said that amount spent on radio and television repai work were particularly important i the sharp rise in consumer spendin on recreational services other tha motion picture theatre-going.

Expenditures for recreational serv ices increased sharply during an immediately after World War II, th article stated, but since then hav experienced a less than averag growth.

Points to 1946 Figures

It pointed out that amounts spen on motion picture theatre admission hit a record high of $1,700,000,000 i 1946, two and one-half times that o 1949.

"A steady decline through 1953 followed by a rise in 1954 and 1955 has reduced these expenditures almos 25 per cent," the article declared.

Previously published Commerce figures put spending on motion pic ture theatre admissions in 1946 a $1,692,000,000. The figure droppe steadily to a low of $1,227,000,000 i 1953, with an upturn to $1,275,000, 000 in 1954. Commerce officials sai they did not yet have any exact esti mate on the 1955 total, but were sur it would be above 1954.

The magazine article also empha sized that "the decline in motion pic ture attendance since 1946 wa greater than the drop in box-office re ceipts, since the index of admissio prices had risen 30 per cent b 1955."

Strong Films Beat Competition: Hyman

Outstanding business done by AB-PT houses which, over the weekend played Paramount's "The Man Who Knew Too Much" and Warner's "The Searchers," is further evidence tha there are no seasons in the motion picture industry, AB-PT's vice-president, Edward L. Hyman, said yesterday.

"Together with our president, Leonard H. Goldenson, we have been steadfast in the belief that good theatre business does not hinge on seasonal playing time. A good attraction can bring in a healthy gross at any time of the year and our contention that that is so is further demonstrated by the vastly superior business our houses are doing with those pictures against product of less potency playing comparable situations," Hyman said.

Frank A. Wetsman, 59

DETROIT, May 21.—Funeral services were held here today for Frank A. Wetsman, veteran Michigan exhibitor and a partner in the firm of Wisper & Wetsman, who died yesterday of a heart attack. He was 59. Film Row turned out almost enmasse for the rites.

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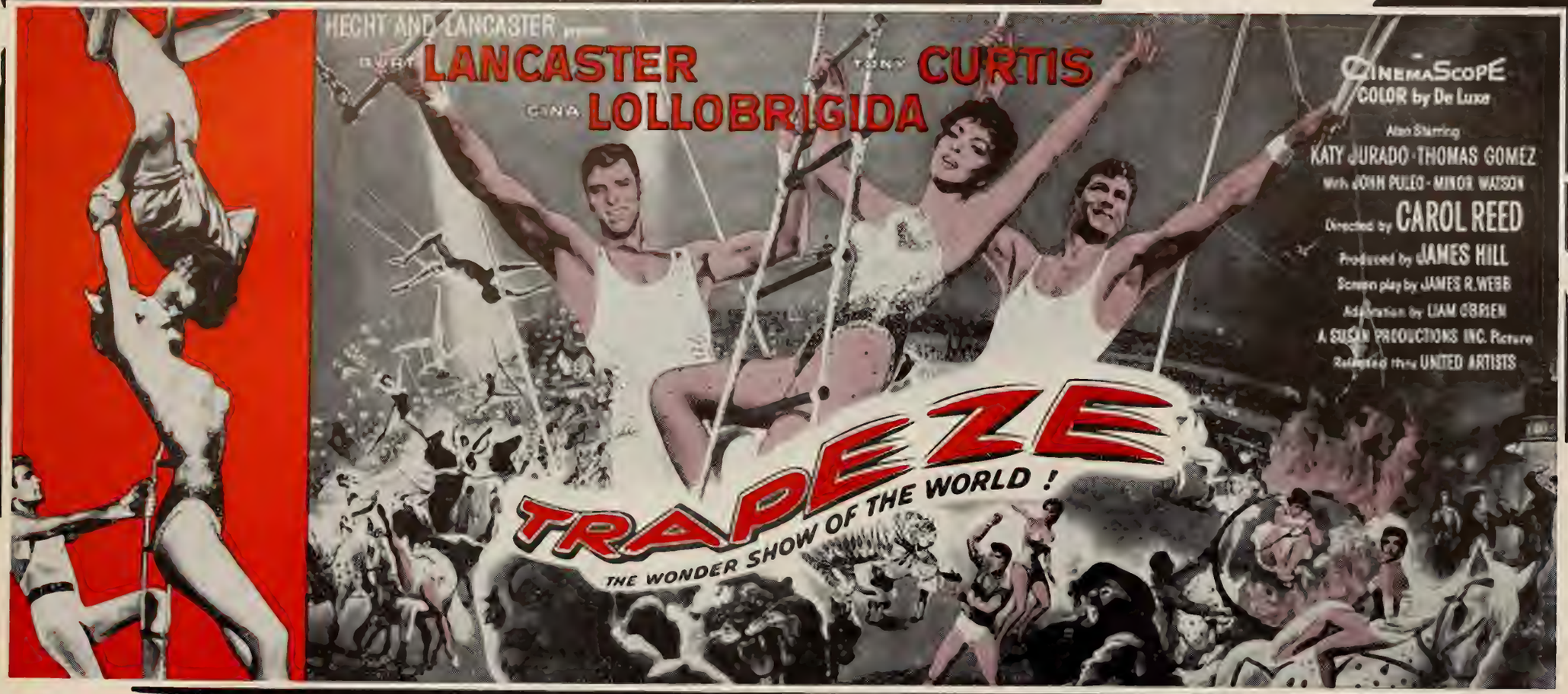
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W — THRU UA

Summaries of Statements by the Distributors

Reject Charge Policies Are Oppressive

From THE DAILY Bureau

WASHINGTON, May 21.—Following are summaries of statements by distribution and production executives filed with the Senate Small Business subcommittee here yesterday in reply to the testimony and affidavits of exhibitor leaders at the subcommittee's initial hearing last March.

ADOLPH SCHIMEL

The withdrawal by Theatre Owners of America from participation in the industry's arbitration project was described as "betrayal—deliberate and shameless"—by Adolph Schimel in his testimony before the Senate Select Committee on Small Business. Schimel, vice-president, secretary and general counsel of Universal Pictures, and chairman of the Motion Picture Association legal committee, said that the alleged betrayal was not of the distributors alone but of the recommendation of the 1953 arbitration committee and of the May, 1954, conference, as well as the "18 months' efforts and labors of the joint committee appointed by that conference, and above all of the thousands of exhibitors of this country."

Treated Step by Step

Schimel concentrated most of this testimony on the events leading up to the preparation of the last arbitration draft and its ultimate rejection by the TOA. He stated that he could not refrain from expressing "disillusionment and keen disappointment at the superficial presentation made by TOA" to the SSBC of the association's point of view on the arbitration draft, which required almost two years of constant meetings.

Hits Arbitration Proposal

Exhibition's proposal for the arbitration of film rentals was the target of a bitter attack by the Universal counsel who branded it as striking "at the very heart of the business of producing and distributing pictures." Pointing out that the production companies, with one exception, are publicly-owned, Schimel said that, under the proposal, the producers "are called upon to risk the expenditure of millions of dollars for their product and asked to delegate the fixing of the prices which they are to receive for their merchandise to the inadequately informed, even though well-intentioned, judgment of arbitrators."

He told the Senate committee that "it is no exaggeration to say that the delegation of far less consequential powers by officers and directors of a company are and have been adjudicated to be ultra vires; that is, beyond the authority and power of the officers and directors to do." It was his opinion that this abdication of decision on price "involves a complete disruption of the producer's business" and that the futility of estimating income "can only sterilize the planning, budgeting and completion of production of motion pictures."

Sees No Parallel

Schimel declared "nowhere in American industry can a parallel for this suggestion be found. It would be inconceivable to believe that such a proposal would be countenanced in regard to clothing, food, drugs, which are necessities, or television sets or automobiles, which to some extent are luxuries."

Enumerating the complexities involved in this suggestion, he said the major problem in his belief is "the determination of the yardstick of the film rental to be paid" and said the only answer would be a thorough analysis of the exhibitors' gross income and expenses. "When I refer to income," he continued, "it means the box-office receipts and all other income, from whatever sources obtained, from the enterprise which exhibits the picture."

He said the carving out of a segment of the business of exhibiting films and the determining of film rentals by computing the earnings of that segment was unfair, particularly without taking into account the income of other segments of the business. The most obvious item, he added, "is the income from concessions catering to patrons coming into the theatre."

Quotes Milton Rackmil

Citing the references to a proposal for a round-table conference at which presidents of the producing firms would meet with Allied and TOA and other exhibitor agencies to discuss the state of the industry, Schimel said Milton Rackmil, Universal president, had commented "if there is any exhibitor who wishes to discuss any problem which he believes he has with our company, we are available to him" but "we regard it as highly improper for us to participate in a conference at which individual sales and production policies of all companies may be the subject of consideration. For these reasons, I decline to accept your invitation."

Won't Consult Competitors

Schimel said a subsequent plea for the meeting was refused again by Rackmil on the grounds of "business and legal considerations." Referring to business, Schimel added "we cannot permit our competitors to sit in judgment on the propriety of our policies, whether they be over-all policies or production, that is the number of pictures or the kind of pictures we should make, or in regard to sales policies, as to how and when we should market our product. That responsibility rests exclusively on us." He added that while "we should and do know what the problems of the industry are and we alone know the facts in relation to our own company . . . we cannot take counsel with our competitors in that regard."

The U-I executive recounted that "meetings and conferences attended by distributor and exhibitor representatives . . . have plagued Universal and other distributors as defendants in a number of anti-trust actions brought since 1945." He added that "there is ample warrant for reluctance and temerity in regard to a conference convened with the avowed purpose of fully discussing the production of pictures, how many should be made, how and when these pictures are to be marketed, and what the sales policies should be."

Wants Direct Discussion

Discounting the conference proposal, the speaker said "the individual production and sales policies of a producer-distributor can best be discussed with the company directly involved" and that "the doors of my company are open at any time to its customers for discussions of its policies, but they cannot be discussed in town meetings."

Reviewing Allied's proposal for the arbitration of film rentals, Schimel concluded, "There can be no such thing as half or partial or one-sided regulation. If that is what Allied proposes, and it is clear that this is so, then it incontrovertibility establishes the fundamental fallacy—weakness, yes—lack of integrity of its proposal."

Quality Cannot Be Regulated; Legislation Would Affect Exhibition, Schimel Contends

From THE DAILY Bureau

WASHINGTON, May 21.—A charge that no one can legislate or regulate the quality of pictures because "the very nature of motion picture production makes it impossible to do so" was hurled by Adolph Schimel, vice-president, secretary and general counsel of Universal Pictures Co., Inc., at the hearing before the Senate Select Committee on Small Business.

Noting the regulation of policies within the industry as proposed by Abram F. Myers, Schimel declared that "if the motion picture industry is determined to be one in which the public interest requires its regulation, I cannot conceive that there will be regulation only of the producer and not of the exhibitor." While he said it may be assumed that the regulation of film rentals will contain provisions for a fair return to the producer on its investment in each film produced by it, Schimel added that, without a subsidy, "I know of no enactment which can compel a manufacturer to manufacture and distribute at a loss. No public utility has had regulation which requires it or asks it to operate at a loss."

Cite Problems Of Costs and Competition

Y. FRANK FREEMAN

Paramount is making fewer pictures because it believes it can thereby make the better pictures that market conditions today demand, Y.

(*Continued on page 8*)

Cites Figures on Exhibitors in TV

From THE DAILY Bureau

WASHINGTON, May 21.—It's exhibitors and not producers who are getting into the television station business, Universal vice-president Adolph Schimel told the Senate Small Business subcommittee today.

At previous hearings, chairman Humphrey (D., Minn.) had expressed interest in the extent to which the film producers were going into television. Schimel today filed an affidavit which showed that of 38 television stations now owned by film industry firms, 32 were owned by interests connected with exhibition and only six by production interests. Five of those six, he added, were owned by General Teleradio before it acquired RKO.

Legislation Would Kill Industry, Schimel Warns

From THE DAILY Bureau

WASHINGTON, May 21.—"If there were a designed and avowed purpose to utterly destroy an important industry which relies so much on the creative talents of human beings and not at all on molds, dies and factory production, I know of no surer way to do so than to enact legislation to regulate it."

Adolph Schimel of Universal Pictures made this warning to the Senate Select Committee on Small Business as he criticised the proposal for the enactment of legislation to regulate the industry. He testified that such legislation would kill the industry, "particularly if, as we have every reason to believe and expect, that legislation is drafted in the American spirit, which is to be fair and equitable to all concerned."

Reply to Exhibitors at Hearing Before SSBC

Charges TOA With Betrayal On Arbitration

(*Continued from page 7*)

Frank Freeman, Paramount studio head, told the Senate Small Business subcommittee in a statement filed today.

"When conditions in the industry are such that Paramount can make a greater number of pictures, pictures that the public will buy, we will be happy to make them," he added.

Freeman's statement was in reply to exhibitor complaints of a product shortage during their testimony before the Senate group last March. In addition, he provided members of the subcommittee with a detailed explanation of the postwar problems affecting production and cited the numerous factors which have tended to increase production costs in all departments.

Sees No Market for 'Quickies'

The Paramount studio head related that 15 years ago Hollywood produced 525 pictures annually at an approximate negative cost of $250,000,000. The number included about 100 "quickies," made at an average cost of $25,000 to $30,000 each, for which there is no market today and, hence, they no longer are being made.

By comparison, in 1955 Hollywood produced about 300 pictures and their cost, not counting profit participations to talent, exceeded $300,000,000, Freeman said.

General postwar conditions as well as television competition in recent years are responsible for many of the changes in the type and number of Hollywood productions, Freeman pointed out. For instance, 15 years ago the industry derived 75 per cent to 80 per cent of its revenue from the domestic market. Now the foreign market accounts for 42 to 45 per cent, he said.

Points to 'Girl Rush'

After citing the present costs of production Freeman, who has been an exhibition and distribution, as well as production executive, said "I have never yet had any exhibitor express to me his sympathy for Paramount having invested large sums of money in an unsuccessful box office picture." By way of example, he cited "The Girl Rush," which he said cost $2,250,000 to make, and will return only $800,000 domestically.

"This happens to the producer of motion pictures more than once," Freeman said, "but it never happens that the exhibitor will take any of his profits and allocate them to such a picture because the producer happens to be in trouble."

He referred to the effort and money expended by producers in developing new techniques designed to attract more customers to the box office, saying Paramount expended $3,000,000 from 1953 to date in the development of VistaVision, and pointed out that large sums were spent by 20th Century-Fox for CinemaScope, and by M-G-M and Warners in technical work.

Humphrey Indicates Subcommittee's Report May Recommend Admissions Tax Relief

From THE DAILY Bureau

WASHINGTON, May 21.—Senator Humphrey (D., Minn.) again strongly indicated today that his subcommittee's final report would include recommendations for further theatre admission tax relief.

After repeated references to the fact that one thing that might help exhibitors would be further tax relief, Humphrey said "We will at least refer to the tax situation in our report." Humphrey added, however, that the Senate Finance committee and not the Small Business committee ultimately writes tax legislation.

Various letters and telegrams sent to Sen. Goldwater (R., Ariz.) dealing with admissions tax relief were put in the sub-committee's record by Sen. Schoeppel (R., Kans.). Goldwater was absent from today's hearings.

Meanwhile, Sen. Dirksen (R., Ill.) introduced in the Senate a bill to make the admissions tax apply only to that portion of the admissions over $1. This is the same as the King Bill in the House. The King Bill is the official bill backed by the industry.

BENJAMIN KALMENSON

In another statement filed with the subcommittee, Benjamin Kalmenson, Warner Brothers vice-president and general sales manager, also denied exhibitor charges of exorbitant film rentals and artificial product shortages.



Ben Kalmenson

"Theatres are our only source of revenue," he declared. "Warner Brothers as a matter of self-preservation is anxious that all theatres remain in business and be capable of paying film rentals which will enable Warner Brothers to make the high quality pictures which the public now expects."

No Fixed WB Policy, He Says

He said Warners has no fixed policy as to the number of pictures to be produced and released each season, and that this number is determined each year by many factors, most importantly by costs. Mounting production and distribution costs, he argued, "put an economic limitation on the number of pictures that can be produced and released in a given 12-month period. Particularly is this true during times when motion picture audiences have become highly selective."

Kalmenson gave the subcommittee figures to show how production and distribution costs have risen, "particularly for that type of high quality picture which is absolutely required today to enable the producer to survive and to keep theatres in business."

The Warners' official specifically denied charges that Warners forced pictures, pre-released pictures recently, instituted competitive bidding other than at the desire of local exhibitors or delayed availability of features.

WILLIAM J. HEINEMAN

The exhibitors who testified before the Senate Small Business subcommittee last March on industry trade practices presented a picture "which is utterly untrue" by frequently "leaving out facts and by twisting statements," William J. Heineman, vice-president in charge of domestic distribution for United Artists, declared in his affidavit filed with the Congressional committee today.



W. J. Heineman

Heineman, in expressing himself on the general complaints made by the exhibitors in their testimony and affidavits, broke the complaints down into three categories.

"First, the exhibitors complain there is a 'shortage of product.' Second, the exhibitors say we are not giving them the product soon enough after it is released nationally. Third, the exhibitors say we are charging them film rentals which are excessive. These are 'misconceptions'," he said.

Discusses 'Shortage'

In discussing the alleged shortage of product, the United Artists executive asked, "What do the exhibitors mean when they say there is a shortage of product? Do they mean there is a shortage in the total number of pictures produced or a shortage of top product only?" In 1955, there were 107 pictures released by all of the companies which grossed more than $1,000,000 each for the distributors and in 1954, there were more than 90 of these pictures, he said. "This is top product, judging wholly from box office results, and is more top product than was ever produced in any two-year period before," he said.

Says Exhibitor Testimony Left Out True Facts

Says Smaller Films Ignored

"It does not take into account the many smaller grossing pictures which, however artistic, did not receive a favorable response from the public nor does it take into account the smaller budgeted pictures which are made to supply exhibitor needs and the needs of a producer to introduce new talent," Heineman said.

"It seems to me that in a sense these exhibitors are living in a vacuum. They are either unaware of the fact that the costs for distributing motion pictures and the costs for the production of motion pictures have climbed enormously in the past few years, or else if they are not unaware, they just don't care to be concerned with this fact. Despite this, the motion picture industry as a whole has produced more top grossing pictures than ever," he said. "Where there has been a decrease in number, it has come only in the smaller budgeted pictures."

'Specially Handled'

The exhibitors also complained that pictures are not available to them early enough after their release, Heineman said, in commenting on distribution's alleged holding back of pictures. "This, again, is not true. A motion picture is an artistic creation, and each picture must be specially handled. No two pictures can be distributed exactly the same way. In order to insure the return of the large investments now being made in our motion pictures, we must be free to market and distribute our pictures in the manner which is most appropriate for each motion picture. If we cannot play our pictures first-run in the larger cities, we cannot gross enough from them to make them pay for themselves. We get our pictures to the outlying theatres as fast as is reasonably possible, consistent with good distribution," he said.

Cites Differences in Rentals

Heineman pointed out that the theatre which wishes to pay $25 to $50 flat film rental for a top picture cannot reasonably ask for an availability to a theatre which may pay several thousand dollars in film rental.

Commenting on the film rental situation, Heineman said that his com-

(*Continued on page 9*)

Seek to Justify Current Distribution Procedure

Warn Against Some Practices Used Overseas

(*Continued from page* 8)

pany has not asked and does not ask excessive film rentals for the pictures it distributes. "It is understandable, with high production costs, that when a picture becomes a success, we must distribute the picture in such a way that it will return the greatest revenue to United Artists and to the producer, for without this, the producers could not continue to produce costly pictures," he said.

"We realize the problem of low gross receipts which exhibitors face and despite all our own cost problems, we do everything we can to help them," Heineman stated. "It is only because that for the most part larger film rentals are obtained from first run showings that we are at all able to carry these small accounts—$12.50 to $15.00 per picture."

Tells of Print Problem

Heineman also discussed the print problem and competitive bidding which UA has in 500 situations. "We recognize that the small exhibitors have a problem today. We also recognize that the basic roots of their problem lie in the development of television and in area economic problems. We are constantly endeavoring to create a greater source of supply for all exhibitors and, therefore, we cannot be accused of creating a shortage of product. Subject to the number of prints we can afford to put in release, our films are distributed as quickly and as broadly as possible, according to the dictates of efficiency and practical economy. In doing so, we are always aware of the needs of the small exhibitor, and attempt to keep him adequately supplied.

"United Artists, recognizing the inability of the small exhibitor to pay a large rental, has pared the rentals it charges these small accounts down to the barest minimum—so much so that many of them are carried at a loss. For these reasons, it may be seen that the attacks on UA are unjust and unwarranted. I believe that the attacks stem from and were incited by the handful of large exhibitors who have waxed rich over the years, and whose interests are expanding. These men are using the small exhibitors for their own selfish aims; to fortify their dominant positions," said Heineman.

Heineman Cites Print Problem to SSBC

One of the severest problems distributors have run into during this era of constantly changing increasing costs is the problem of how much can be spent to purchase prints of a picture in release, William J. Heineman, vice-president in charge of distribution for United Artists, said in his affidavit filed with the Senate Small Business subcommittee yesterday.

Heineman, in explaining the problem, said that the number of prints are determined by the type of picture and how the picture is distributed. He said that print costs for "Alexander the Great" was in the neighborhood of a quarter of a million dollars.

ARNOLD PICKER

Import quotas in foreign markets have no relation whatever to any reduction in production schedules that may occur in Hollywood, nor in the types of films made by Hollywood producers, Arnold Picker, vice-president of United Artists in charge of foreign distribution, told the Senate Small Business subcommittee in a statement today.

Picker was replying to suggestions to that effect made at the subcommittee's exhibitor hearing last March by Julius Gordon, a director of Allied States, and by Abram F. Myers, Allied chairman and general counsel.

Picker also answered contentions of Gordon that certain practices in foreign markets were introduced by the governments of the countries concerned as means of aiding exhibitors, an argument designed to convince the subcommittee that it should recommend such practices here.

Should some of those practices be instituted here, Picker observed, "I am certain Mr. Gordon would not like it and that the overwhelming majorityof American exhibitors would oppose such regulations violently."

Deprecates Charge

And of the contentions that import quotas are responsible for reduced production here, Picker said: "I don't believe there can possibly be any greater distortion of the truth."

Import quotas exist in only a fraction of the world markets and in only three countries, France, Spain and Japan, are they of any consequence, Picker said, representing much less than 20 per cent of the foreign market in all.

"Were we to be foolish enough to think of cutting down film production just because of import quotas in a few countries," he said, "we would lose a fortune in the other markets and in the United States."

"Certainly," Picker added, "no one who knows anything about this business would seriously say that quotas in foreign markets have had anything whatever to do with the number of pictures that are being produced. There may be a smaller total number available at present than there was many years ago, but if this was due to quotas the loss in the bulk of the world markets, both foreign and domestic, would be so substantial that no company could weather the storm.

"It is my personal opinion that product must be geared, as a whole, to the general acceptability of the maximum audience potential in order to insure our current position in the global market. The American exhibitor reaps big dividends from this system," Picker concluded.

In this connection, after reviewing for the subcommittee statistics well known to the industry which demonstrated the importance of the foreign market and its revenue, Picker concluded that without that income "The important, costly and attractive pictures could not be made."

Answers Gordon

To Gordon's contention that a Hollywood film is sold 4,000 miles away from its factory cheaper than it is four miles from it, Picker explained for the subcommittee's benefit that only the transport of a negative to a foreign market is necessary and that the prints with which the market is supplied are made either within it or nearby.

In reply to Gordon's suggestion that films sold here for 60 per cent are sold abroad for 35 per cent, Picker pointed out that in foreign markets "where cartels do not exist" many films are sold for 60 per cent.

Regulations against American films abroad are made not to protect the native exhibitor but "to protect and foster a national motion picture industry in its entirety," said Picker.

CHARLES REAGAN

The dealings and relationship between Loew's, Inc., and its customers is satisfactory to both parties, according to Charles Reagan, vice-president and general sales manager, who, yesterday, before the Senate Small Business sub-committee, took exception to the expressions of dissatisfaction and charges of unfair dealings by Loew's "as rendered last March by the few exhibition leaders who appeared before the Committee."

Reagan, in testifying before the SSBC on industry trade practices, commented on such exhibition charges as product shortage, forced buying, excessive film rentals and so-called pre-releasing of pictures.

Hits at 'Painted Picture'

"The exhibitors sought to paint a picture of complete disregard for the exhibitors' problems and constantly increasing prosperity of the distributors, including Loew's," he said. "We have made a detailed analysis of these charges in all situations to determine whether they are justified by facts as they relate to Loew's, and our investigation shows beyond any doubt that the charges are baseless and can only serve to mislead this committee," Reagan stated.

Citing the happy relationship with exhibition, exemplified by the M-G-M "Ticket Selling Workshop," Reagan took exception to a remark made in public before the committee by Abram F. Myers, general counsel of Allied States Association, that his company has prospered at the expense of the exhibitor. "That is absolutely without foundation," he said, recounting the net earnings of Loew's in 1953 to the present.

Commenting on the alleged shortage of film, the Loew's vice-president said that in determining the number of films to be produced and released, "we must continue to recognize new factors—percentage deals for talents and the rising costs of production."

Points to Goldwyn Agreement

Reagan also outlined the company's agreement with producer Samuel Goldwyn concerning the distribution of the latter's "Guys and Dolls," a situation with which a number of exhibitors have found fault. He said that Goldwyn, who had right of approval on all exhibition contracts, felt that he was entitled to ask for terms on this picture which would be commensurate with its worth and calculated to return to him his investment and yield a reasonable profit.

Humphrey asked Reagan whether distributors ever pressured exhibitors to boost admission prices for films being shown on a percentage basis. Reagan said distributors sometimes suggested it, but that in the last analysis it was up to the exhibitor to decide.

"Then do you deny (Allied president Ruben) Shor's testimony that if he hadn't raised his price for 'Guys and Dolls' he wouldn't have gotten the picture," Humphrey asked.

"I do deny it," Reagan replied.

He said the proof that the statement wasn't so was that the film played at many theatres without advanced prices.

Sees Rental Charges Justified

The Loew's official said that there was "the feeling in our industry that if a picture comes along that the customer wants to see badly, the exhibitor is justied in charging more for it."

"That's the old theory of taking all that the market will bear," Humphrey observed.

"I don't know what you call it," Reagan replied. "It is charging more for one picture than another because the public wants to see one picture more than another."

Claim Regard Is Shown the Small Theatre



Distributors Defend Trade Practices

(*Continued from page* 1)

Chairman Humphrey (D., Minn.) and Senator Schoeppel (R., Kans.). Repeatedly the remarks of these two Senators indicated that distributor testimony had unsettled some of the ideas the subcommittee had been given by the exhibitor witnesses.

Top Officials Heard

Testifying today were Adolph Schimel, vice-president and general counsel of Universal Pictures; Y. Frank Freeman, vice-president of Paramount Pictures; Charles Reagan, vice-president and general sales manager of Loew's; Abe Montague, vice-president and general sales manager of Columbia, and Arnold Picker, vice-president of United Artists.

Statements were submitted for the subcommittee record by Benjamin Kalmenson, vice-president and general sales manager of Warner Brothers; William J. Heineman, UA, vice-president, and Walter E. Branson, RKO Teleradio Pictures vice-president.

Continues This Afternoon

The subcommittee did not finish hearing the distributor witnesses. It hopes to wind up its hearings this afternoon with testimony from Paramount vice-president and general counsel Louis Phillips, 20th Century-Fox vice-president William C. Gehring, and Universal Pictures vice-president and general manager Charles J. Feldman.

The hearing room was jammed with officials from the film companies, with a score of leaders of Allied States Association, and with a few representatives of the Theatre Owners of America.

Opening the hearings, Humphrey noted that there was little disagreement in the industry as to the plight of the exhibitors, but considerable disagreement as to the reason and solutions.

Blame TV, Drive-ins

Schimel and Montague both said that they felt the exhibitors' plight was largely due to television and drive-in competition. Schimel said he felt the small theatre owner in many instances was "going the way of the small haberdashery before the competition of the department store, and of the small grocery store in the face of competition from the supermarket."

Humphrey conceded that this was part of a trend and a real problem.

Humphrey and Schoeppel were obviously impressed by the details supplied by many of the distributor witnesses to refute exhibitor claims on distributor profits and to refute exhibitor affidavits on alleged distributor "excesses" in particular situations. Schoeppel said he wanted to know what justification the earlier witnesses had for "submitting affidavits contrary to these facts," and Humphrey said that while he didn't want to judge which side was telling the truth, he did feel that the subcommittee was entitled to have the "true facts."

May Have to Check

Humphrey said he didn't want to tie the subcommittee staff up checking the truth of the statements of the various witnesses, but that if there were too many contradictions in the record, "that's exactly what we'll have to do. We'll have to proceed in a different vein and bring people in under oath to get the facts."

He asked the exhibitors whose earlier testimony was contradicted by the distributor witnesses to submit statements promptly to the subcommittee answering the new testimony.

Allied general counsel Abram F. Myers, in the audience, rose and promised to reply shortly to the distributor testimony dealing with statements and affidavits of Allied officials.

Upholds Schimel View

Schoeppel also sided with Schimel's testimony that film rentals are not a proper subject for arbitration. He said the earlier small business committee investigation in 1953 had considered the matter carefully, and had recommended against arbitrating film rentals. "I still say," he declared, "that those fundamentals on which we determined were at that time fair and equitable, unless you want to follow through with complete regulation of the industry."

Schimel told the subcommittee that TOA's last-minute insistence on arbitrating film rentals was part of a "trade." He said TOA had all along understood that rentals were not to be arbitrated, and that TOA leaders had negotiated with the distributors on this basis and the TOA convention had endorsed the arbitration plan that resulted from these negotiations.

'What Happened in Between'

"What happened in between" the convention and the January, 1956, TOA stand for arbitration of film rentals, Schimel said, was that "some TOA leaders became interested in going into production on favored terms. They then had this pact—you go along with us on film rentals and we go along with you on production by divorced circuits, something Allied opposed all through the years."

Schimel said Allied's willingness to enter the pact stemmed from the fact that Allied was in the embarrassing position of seeing the arbitration negotiations, which it had long opposed, about to succeed.

Schimel inserted in the record information from the accounting firm of Price, Waterhouse & Co. to refute charges by Allied leader Trueman Rembusch that distributor income is exorbitant.

Charges Distortion

Schimel said Rembusch had sought to show that distributors were getting a larger and larger percentage of total admission income, while the exhibitor share declined. Rembusch distorted the figures by including the tax in the portion going to exhibitors, and that when the tax was cut, the distributor percentage naturally increased, Schimel stated.

According to the Price, Waterhouse figures, the distributor percentage of total admissions income rose from 26 per cent in 1947 to a peak of 35 per cent in 1953 and then dropped to less than 28 per cent in 1955. The Rembusch chart had shown a steady rise from 32.5 per cent in 1947 to 36.5 per cent in 1954 and 36 per cent in 1955. Price, Waterhouse also said that total film rental income of 10 major distributors from U. S. theatres had dropped from $352,593,000 in 1953 to $328,603,000 in 1955, rather than rising from $362,000,000 to $425,000,000, as claimed by Rembusch. Rembusch said his figures came from industry statistician Albert Sindlinger and that he still assumes they are right.

More Sindlinger Figures

Humphrey countered with figures from industry statistician Albert Sindlinger showing that theatres operated $11,800,000 in the red last year, with over 10,000 theatres, or some 56.8 per cent actually in the red or at the break-even point. At the same time, he continued, Moody's Manual showed film producer - distributors making $35,500,000 last year.

Like Schimel, Montague said that much of the exhibitors' troubles came from competition from television and drive-ins. "Much as we may regret the dislocations and hardships which have resulted from them," he said, "I see nothing insidious in the rise and development of new entertainment media which have the acceptance and approval of the public." Arguing that every theatre open helps Columbia pay its way, Montague said that "Columbia does and will continue to do everything within the limits of its power and resources to keep theatres open."

'No Guarantee of Profits'

Montague warned that "exhibitors can expect no guarantee of profits, any more than the distributors and producers. They must bear, as to the producer-distributors, the risk that some pictures will earn profits and others will result in losses for reasons over which neither they nor we have absolute control."

Montague said that contrary to

D-J Report to SBC Due This Week

From THE DAILY Bureau

WASHINGTON, May 21.—The Justice Department's report to the Senate Small Business subcommittee will be delivered "in a day or so," subcommittee officials said. The department has been asked to submit a report in writing on its current activities in the film industry and on exhibitor complaints against the department. The report was due today; officials said it hadn't been delivered today but would be along momentarily.

Allied

(*Continued from page* 1)

the meetings until they are concluded late Wednesday.

A score of Allied leaders were in town today to sit in on the Senate Small Business subcommittee hearings and to take part in the Allied EDC and board meetings. The TOA delegation present at the hearings and EDC meeting consisted of Herman Levy, George Kerasotas and Albert Pickus.

charges by Allied Counsel A. Myers, Columbia's increased profits since mid-1953 came not from higher rentals or confiscation of the Admissions Tax but from the release of several unusually successful films—"Salome," "From Here to Eternity," "The Caine Mutiny," "On the Waterfront" —and from the release of various blocked balances overseas. "I think this committee has a right to demand from those who seek its intervention greater responsibility and a closer adherence to the facts," he asserted.

Output Maintained, He Says

Columbia has not curtailed its output, Montague said, but has maintained an even output of 35 to 40 features a year for the last 10 years. In any event, he said, he can't see what's wrong with someone deciding to limit output in order to make more money, "particularly when quality is substituted for quantity in an all-out effort to meet and overcome the challenge and competition of other entertainment media." Montague said he would "counsel with all my vigor against" any attempt to force producers to make more pictures.

Branson Files Statement

Walter E. Branson, vice-president of RKO Teleradio Pictures, filed a statement with the committee declaring that RKO has always been extremely conscious of the problems of small exhibitors. He said this was proven by the fact that only one specific complaint was made against RKO in the hearings.

Branson ridiculed charges that any distributor would want to reduce the market further by closing theatres. "On the contrary," he said "we earnestly hope that the long range large scale production and distribution plans which we have instituted will make more high quality pictures available to the small independent houses."

Reagan's Statement Sent to Exhibitors

"Because M-G-M's exhibitor customers have a right to see it," Charles M. Reagan, vice-president and general sales manager of Loew's, yesterday mailed to more than 7,500 exhibitors throughout the United States, the complete text of the statement he made to the sub-committee of the Senate Small Business Committee in Washington.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 100 NEW YORK, U. S. A., WEDNESDAY, MAY 23, 1956 TEN CENTS

Phillips Hits Allied Leaders As SSBC's Hearings End

Sen. Humphrey Says He Has Misgivings About the Wisdom of Permitting Circuits To Go Into Production; See July Report

By J. A. OTTEN

WASHINGTON, May 22.—The Senate Small Business Subcommittee wound up its public hearings on film industry trade practices today, with a slashing attack on the leaders of Allied States Association by Louis Phillips, vice-president and general counsel of Paramount Pictures.

He termed Allied president Ruben Shor "a confounded liar," who had made exorbitant profits from a Cincinnati drive-in and who was "ruthless" with respect to his smaller competitors. He called Allied general counsel Abram F. Myers "diabolical" and a man who "murdered arbitration" to keep his own job going. He had similar words for Trueman Rembusch, Julius Gordon and other Allied leaders.

The hearings produced these other highlights:

A statement by subcommittee chair-

(*Continued on page* 9)

Film Victory

Pa. Censorship Bill Dies as Session Ends

Solons Also Exempt Films from Sales Tax

Special to THE DAILY

HARRISBURG, May 22. — The Commonwealth of Pennsylvania remains free of a motion picture censorship statute.

The legislature ended its longest continuous session in years — 17 months—and adjourned today without taking an action on pending bills to re-establish a state censor board empowered to license films for exhibition in Pennsylvania.

At the same time, the legislature

(*Continued on page* 10)

AA 39-Week Income Rises

The gross income for the 39-week period ended March 31, 1956, of Allied Artists Pictures Corp. and its subsidiaries amounted to $11,911,079, Broidy, president, announced yesterday. This compared with $9,034,458 for the same period of the previous year. The net profit before federal income taxes amounted to $389,380 for the 39-week period ended March 31, compared with $684,868 for the corre-



Steve Broidy

(*Continued on page* 4)

Bellin Elected Head of Astor Pictures

Fred Bellin yesterday was elected president of Astor Pictures Corp. and affiliated companies to succeed the late Robert M. Savini.

The policies of the founder of As-

(*Continued on page* 4)

Seven Are Promoted At RKO as Selling Setup Is Revamped

In a reorganization of the RKO Radio sales setup, Leonard S. Gruenberg, formerly Metropolitan district manager, has been promoted to head the newly-created Empire State district, comprising the New York, Albany and Buffalo territories. His headquarters will continue to be in New York.



L. S. Gruenberg

Walter E. Branson, RKO vice-president in charge of worldwide distribution, in announcing several other changes involved in the reorganization, disclosed that Sol Sachs, formerly Dallas branch manager, has been promoted to Southwestern district manager, covering the Dallas,

(*Continued on page* 4)

Delay House Action On Tax Relief Bill

From THE DAILY Bureau

WASHINGTON, May 22. — A House Ways and Means Committee vote on further admissions tax relief now won't come until sometime next week at the earliest.

The committee was originally scheduled to meet yesterday to resume voting on the report of a subcommittee on excise tax changes. That meeting was postponed until today, and today the meeting was indefinitely postponed.

Committee officials said the earliest the committee would meet to resume

(*Continued on page* 4)

Receipts: $1,415,763,000

Census Bureau Reveals Data On 1954 Theatre Operations

From THE DAILY Bureau

WASHINGTON, May 22.—Receipts of motion picture theatres in 1954 amounted to $1,415,763,000, a 12 per cent decline from the $1,614,282,000 total in 1948, the United States Census Bureau reported today.

It is said receipts of regular motion picture theatres had dropped 24 per cent during this period, while drive-in receipts had increased almost 500 per cent.

These figures, however, include admission taxes. Since the tax was reduced April 1, 1954, to 10 per cent with admissions under 50 cents exempt, the decline in actual business at the box office is not as great as the indicated 12 per cent.

The Bureau put the number of theatres in 1954 at 18,560, slightly under the 18,631 reported in 1948. It said regular theatres had decreased in number from 17,689 to 14,761, while drive-ins increase in number from 820 to 3,799.

These were the highlights of preliminary figures released by the Bureau from its most recent comprehensive survey of the film industry. The survey was taken last year, based

(*Continued on page* 4)

Allied, TOA 'Stand Pat'

From THE DAILY Bureau

WASHINGTON, May 22.—The position of the two major exhibitor organizations on arbitration and film production by divorced circuits is unchanged following a meeting last night, according to Herman Levy, general counsel of the Theatre Owners of America.

Levy and several other TOA officials sat in at a meeting of the Emergency Defense Committee of Allied States Association last night. Levy said today that "there's been no change in our position. It's just what is was on exhibitor's day at the committee." He referred to the earlier Senate Small Business subcommittee hearings, when officials of Allied and TOA testified.

At that time, TOA and Allied reaffirmed their January pact to oppose

(*Continued on page* 10)

PERSONAL MENTION

ARTHUR B. KRIM, president of United Artists, has arrived in Europe from New York.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Pictures, is in Boston today from New York.

•

HERMAN KASS, Universal Pictures Eastern exploitation manager, will return to New York today from Cleveland and Pittsburgh.

•

COL. DON GILMER, U.S.A., technical adviser on 20th Century-Fox's "D-Day, The Sixth of June," has arrived in New York from Washington.

•

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from the Coast.

•

E. S. GREGG, president of Westrex Corp., left New York yesterday for London.

•

BERNARD JACON, president of Jacon Film Distributors, has left New York for Boston.

•

CY LANGLOIS, JR., president of Langlois Filmusic, has returned to New York from the Coast.

•

FAY VAN HESSEN, of Bermuda Films, will leave here today for Bermuda via B.O.A.C.

•

HERBERT J. YATES, president of Republic Pictures, has arrived in New York from Hollywood.

•

SAM HARRIS, of the State Theatre, Hartford, has left there with MRS. HARRIS for Europe.

•

WILLIAM C. SNYDER, president of Rembrandt Films, has returned here from Europe.

•

SIR CAROL REED has arrived in Los Angeles from Chicago and New York.

20th-Fox to Expand 'D-Day' Promotion

Expanded co-operative newspaper, television and radio advertising fully two weeks in advance of playdates on "D-Day, The Sixth of June" forms a key segment of 20th Century-Fox's national program pre-selling the film which is set to open during the Decoration Day holiday period.

The campaign will receive strong impetus starting two Sundays before the opening via large newspaper ads. Simultaneous with the appearance of ad will be the start of concentrated TV and radio drives.

Propose Name Change For RKO Industries

RKO Theatres which at its stockholders meeting on May 8 changed its name to RKO Industries Corp. proposes to again change its name to List Industries Corp. in order to avoid confusion between its name and that of RKO Teleradio Pictures.

A special meeting of RKO Industries stockholders has been called for May 31 by Albert A. List, president, to vote on the new name change. In the notice to stockholders, List states that the company's theatres will continue to be known as RKO Theatres, even though the new corporate name change is authorized.

UA's 'Trapeze' Ads To Cost $140,000

United Artists will spotlight regional engagements of Hecht-Lancaster's CinemaScope production of "Trapeze" with a $140,000 program of advance double-truck and full-page ads in 66 newspapers in 23 key cities, it was announced yesterday by Roger H. Lewis, UA's national director of advertising, publicity and exploitation.

The intensive UA newspaper campaign, a major element of the $2,000,000 promotion for the film, is independent of a heavy schedule of co-op insertions set for the run of each regional engagement.

The initial ads will appear in tomorrow's papers and most insertions will run until the last week of June to back almost 400 playdates set for the July 4th holiday week.

Boston Premiere For 'Catered Affair'

The world premiere of M-G-M's "The Catered Affair" will be held on May 30 at Loew's State and Orpheum Theatres in Boston. Combining the efforts of M-G-M's home office and field press representatives, Loew's Theatres is working out a campaign to herald the first public showing. One of the ideas pivots about a special screening for all taxi drivers in the hub city. Ernest Borgnine, who portrays the father of Debbie Reynolds, plays the part of a taxi driver in the picture. Bette Davis plays the role of his wife.

'Brides' Big in Japan

M-G-M's CinemaScope production of "Seven Brides for Seven Brothers" is Loew's International's top musical grosser in Japan. It took in close to 90 million yen thus far, according to Seymour R. Mayer, Far East supervisor, who said that "Guys and Dolls" may surpass that figure in Japan by 10 million yen."

Tax Collections Off In First '56 Quarter

From THE DAILY Bureau

WASHINGTON, May 22.—General admissions tax collections in the first quarter of 1956 were slightly below the like 1955 period and sharply down from the last quarter of 1955, the Internal Revenue Service reported.

It put collections in the first three months of this year at $22,176,000 compared with $22,908,000 in the first three months of 1955 and $31,286,000 in the last three months of 1955, the immediately preceding quarter. The Service said collections for the first nine months of the current fiscal year—from July 1, 1955, through March 31, 1956—amounted to $80,351,000, compared with $82,765,000 in the comparable period of the previous fiscal year.

General admission tax collections include taxes on tickets to legitimate theatres, concerts, sports events and other spectator events, as well as to motion picture theatres. They've become much less a barometer of motion picture theatre box-office trends since lower-priced tickets were exempted from the admission tax.

UA Sets Saturation 'Intrigue' Openings

Sheldon Reynolds' production of "Foreign Intrigue" will have a saturation Decoration Day opening in 41 key situations in the U.S. and Alaska, William J. Heineman, United Artists vice-president, announced. The mass playdates are being backed by area-by-area television and radio penetration, plus a personal appearance tour in 20 of the cities by Reynolds.

Engel Heads Producers

HOLLYWOOD, May 22. — The membership of the Screen Producers Guild reelected Samuel G. Engel as president of the organization for the coming year. Also elected were Walter Mirisch, first vice-president; Lou Edelman, second vice-president; Julian Blaustein, third vice-president; Frank McCarthy, secretary; Jerry Bressler, treasurer; Robert Arthur, assistant treasurer, and Hall Bartlett, second assistant treasurer.

Meyer Horowitz, 69

Meyer Horowitz, 69, father of Murray Horowitz, of the editorial staff of MOTION PICTURE DAILY, died at the weekend. Burial was at Mount Moriah Cemetery, N. J. Also surviving is the widow, Sarah.

'Much' Grosses Much

Paramount's production of "The Man Who Knew Too Much" grossed a big $64,000 during its first-run engagement at the Paramount Theatre here, it was reported yesterday.

Gehring, Starr, Levy Slated for Addresses At Ala.-Ga. Meeting

Special to THE DAILY

ATLANTA, May 22.—W. C. Gehring, 20th Century-Fox vice-presider and Alfred Starr of Nashville, form Theatre Owners of America presider and Herman Levy, TOA counse will be speakers at the annual joi convention of Alabama Theatr Association and MPTOO of Georg at the Dinkler Plaza Hotel here, Su day through Tuesday.

Starr is said to have contacted di tribution companies to inquire wh they plan to do for the relief of t small exhibitor, and will report t results of his survey to the conve tion.

Film Clinics Scheduled

Features of the convention will film clinics and individual counseli services for exhibitors with uniq problems or even single exhibito with particular problems not cover otherwise on the convention progra Also, there will be convention se sions on product prospects, conce sions, advertising, general theat equipment and financing, with a sp cial "Gold Mining in Your Conce sion Stand" feature.

R. M. Kennedy, Alabama associ tion president, and J. H. Thompso president of the Georgia organizatio will preside at the general conventi sessions. A full program of ente tainment has been prepared f delegates.

Premiere 'Eagles' At Fayetteville, N.C

FAYETTEVILLE, N. C., May 2 —With high Army officers in a tendance, Allied Artists' "Screami Eagles" had its world premiere t night at the Colony Theatre.

Lt. Gen. Thomas F. Hickey, Maj Generals Paul D. Adams and Thom L. Sherburne and Col. George Forsythe were among the milita officials present at the initial sho ing of the film that stars Tom Tryo Jan Merlin, Alvy Moore and Mart Milner.

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It is not too early to predict it will be the year's HIGH!

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(Available in Perspecta Stereophonic or 1-Channel Sound)

Again, it's M-G-M, THE HOTTEST COMPANY!

Promotions

(*Continued from page* 1)

Memphis and Oklahoma City territories. His headquarters will be in Dallas.

Hatton Taylor, formerly Boston branch manager, has been promoted to East-Central district manager, with supervision over the Cleveland, Cincinnati, Detroit and Indianapolis territories. His headquarters will be in Cleveland.



Hatton Taylor Sol Sachs

Otto Ebert, formerly branch manager in Detroit, has been advanced to the more important Boston territory as branch manager, succeeding Taylor.

Lloyd Krause, formerly branch manager in Cincinnati, has been promoted to branch manager of the larger Detroit territory, succeeding Ebert.

Lee J. Heidingsfeld has been promoted from salesman in Cincinnati to branch manager, succeeding Krause.

Travis D. Walton has been promoted from sales manager in Dallas to branch manager in the same territory, succeeding Sachs.

The remaining two districts in the East remain unchanged. These are the Eastern district under R. J. Folliard, consisting of Philadelphia, Pittsburgh, Washington, Boston and New Haven, and the Southeastern district, supervised by Dave Prince, consisting of Atlanta, Charlotte, Jacksonville and New Orleans.

Delay House Action

(*Continued from page* 1)

voting on the excise report was Friday, and that it might not meet until next week. When it does finally meet the committee has quite a few other subcommittee recommendations to dispose of before it reaches the recommendation dealing with admissions tax relief. This means that even if the committee does meet Friday, it won't reach the admissions tax recommendation then.

The continued delays in the committee's voting on the report, along with the lengthy drafting job ahead of the committee lawyers, is making it increasingly unlikely that the comprehensive excise tax change bill will become law this year. This would mean that even if the industry does succeed in getting a provision added to the bill reducing the admissions tax, it might have to try to get the committee also to vote admissions tax relief as a separate bill, to be moved through Congress independent of the comprehensive technical changes bill.

REVIEW:

The Great Locomotive Chase

Walt Disney—Buena Vista—CinemaScope

PHOTOGRAPHED in CinemaScope and in color by Technicolor amidst the lush, green rolling hills of Georgia, Walt Disney's production of "The Great Locomotive Chase" is an absorbing, dramatic account of a spy-thrilling incident taken from the pages of our Civil War history. This picture, which recounts the adventurous mission of a party of 22 Union spies who stole a Confederate train, is heavy with excitement, intrigue and suspense which should hold the interest and appeal of audiences in all types of theatre situations. It might be mentioned here that the mission of these 22 Union spies was the subject matter of another film, "The General" which was produced in 1927 as a silent comedy by United Artists starring Buster Keaton.

Disney's production is certain to appeal to the younger element, the fans of Fess Parker, who won acclaim for his portrayal on television, and in a subsequent film, as Davy Crockett. Parker portrays the leader of the Union secret agents and his drawing power is a distinct asset to this picture. Sharing the top marquee billing is Jeffrey Hunter, another young, energetic performer, who is cast as the Confederate train conductor who gives chase to Parker and his men, and keeps so close that the raiders never have a real opportunity to carry out their dangerous mission effectively.

To give the picture authenticity, Disney moved a vintage railroad across the continent to the scene of the historic action. He employed the lively and experienced musical hand of composer Paul Smith to set the pace. The suspenseful screenplay was written by Lawrence Edward Watkin, who also produced the picture. Francis D. Lyon directed.

The story commences with the presentation of the first Congressional Medal of Honor to the survivors of the Union raid and then flashes back to that morning of April 12, 1862, when the 22 Union spies steal a train from under the noses of 4,000 Confederate troops. The mission of the raiders was to cripple the South's vital military transport system at a time when Confederate forces were staggering under heavy Union pressure. Parker, in carrying out his mission, rips up train tracks, cuts telegraph wires, sets up cross-tie barriers and tries to burn a bridge. It is all to no avail as Hunter holds inexorably to his heels. The raiders are eventually caught, but some of them escape after a fierce slugfest with prison guards. Awaiting death, Parker and Fuller shake hands when it is pointed out that each fought for what they believed in and that they fought for their beliefs in their own dedicated way.

Ably supporting the principals in this exploitable picture are Jeff York, Eddie Firestone, Don Megowan, John Lupton, Kenneth Tobey, Claude Jarman, Jr., and Harry Carey, Jr.

Running time: 85 minutes. General classification. For release in June.

A highly interesting 30-minute short subject which Buena Vista Distribution Co. is releasing with "The Great Locomotive Chase" is Walt Disney's CinemaScope and color by Technicolor film, "Men Against the Arctic," a "People and Places" subject. This film tells the story of our civilian and military personnel who are stationed at the top of the world and how icebreaker ships, amidst a colorful panorama of huge icebergs, carry out their supply missions.

LESTER DINOFF

Bellin Elected

(*Continued from page* 1)

tor, which has 27 exchanges in the United States and three in Canada, will be continued by Bellin, a veteran of the industry for 30 years and a close associate of Savini for over two decades. During the past years Bellin has been directing the world wide operation of the organization.

N. E. Savini, a brother of the late Savini, is a newly elected vice-president. Anthony Tarell, former controller and office manager for over 15 years, was elected secretary-treasurer.

Mervin H. Riseman will continue to act as general counsel for the companies.

Para.'s Canadian Meeting Tomorrow

TORONTO, May 22.—Paramount's Canadian division on Thursday will open its national meeting at the Royal York Hotel here. The meeting will continue for three days, with the company's production and releasing plans for the remainder of 1956 to be the principal topics.

George Weltner, Paramount worldwide sales head, will be the main speaker at the gathering, which will be under the chairmanship of Gordon Lightstone, general manager of the Canadian division.

Censor Data

(*Continued from page* 1)

on 1954 business, and was the first industry-wide survey since 1949.

The Bureau will release in another few weeks preliminary figures on a similar survey of production, distribution, and service firms. Still later it will release detailed and final figures for each of these groups.

The survey said that in 1954 there were 18,560 theatres of both indoor and drive-in type in the U.S., with receipts of $1,415,763,000, a payroll of $290,865,000, and 158,569 paid workers. This compared with 18,631 theatres in 1948, with total receipts of $1,614,282,000, a payroll of $302,511,000 and 187,031 paid workers.

Concession Figures Included

The Bureau includes in the receipts total not only amounts paid for admissions but also Federal, state or local admissions taxes and sales of candy, popcorn and other concession items when these sales are made by the theatre. It does not include concession income—neither the total nor the theatre's percentage—when sales are made by a concessionaire. The Bureau also cautioned that in comparing 1954 and 1948 figures, some allowance must be made for the drop in the Federal admissions taxes between those two dates.

The number of regular motion picture theatres in 1954 was put by the Bureau at 14,761, with total receipts of $1,186,711,000, payroll of $248,485,000, and paid employment of 138,503 workers. This contrasts with a 1948 total of 17,689 theatres with receipts of $1,566,890,000, a payroll of $294,672,000, and paid employment of 181,322 workers.

Drive-in Growth Phenomenal

The growth in the drive-in industry was shown by the figures in this field. The Bureau said there were 3,799 drive-ins in 1954, with receipts of $229,052,000, payroll of $42,380,000, and paid employment of 20,066 workers. In 1948, by contrast, there were only 820 drive-ins, with only $46,838,000 of receipts, payroll of $8,569,000 and paid employment of 5,713 workers.

The number of drive-ins increased in every major geographic area of the U.S., the Bureau figures showed. At the same time, the number of regular theatres dropped in every single area.

AA Income

(*Continued from page* 1)

sponding period of the previous year.

Broidy stated that the tax reserve for the current 39-week period was in the amount of $201,000 as compared with the tax reserve of $224,000 for the corresponding period of the previous year. After providing for the income tax reserve, the net profit in the 1956 period amounted to $179,380 as compared with $440,868 for the same period in the previous year.

The figures for the 1955 period included approximately $527,000 of income from sale of old negatives, whereas no income of this nature was received in the 1956 period.

FOR

THAT

CERTAIN



FEELING

ABOUT A

CERTAIN

WONDERFUL

PICTURE...

LIFT

THIS PAGE!





Promotions

(*Continued from page* 1)

Memphis and Oklahoma City territories. His headquarters will be in Dallas.

Hatton Taylor, formerly Boston branch manager, has been promoted to East-Central district manager, with supervision over the Cleveland, Cincinnati, Detroit and Indianapolis territories. His headquarters will be in Cleveland.



Hatton Taylor **Sol Sachs**

Otto Ebert, formerly branch manager in Detroit, has been advanced to the more important Boston territory as branch manager, succeeding Taylor.

Lloyd Krause, formerly branch manager in Cincinnati, has been promoted to branch manager of the larger Detroit territory, succeeding Ebert.

Lee J. Heidingsfeld has been promoted from salesman in Cincinnati to branch manager, succeeding Krause.

Travis D. Walton has been promoted from sales manager in Dallas to branch manager in the same territory, succeeding Sachs.

The remaining two districts in the East remain unchanged. These are the Eastern district under R. J. Folliard, consisting of Philadelphia, Pittsburgh, Washington, Boston and New Haven, and the Southeastern district, supervised by Dave Prince, consisting of Atlanta, Charlotte, Jacksonville and New Orleans.

Delay House Action

(*Continued from page* 1)

voting on the excise report was Friday, and that it might not meet until next week. When it does finally meet the committee has quite a few other subcommittee recommendations to dispose of before it reaches the recommendation dealing with admissions tax relief. This means that even if the committee does meet Friday, it won't reach the admissions tax recommendation then.

The continued delays in the committee's voting on the report, along with the lengthy drafting job ahead of the committee lawyers, is making it increasingly unlikely that the comprehensive excise tax change bill will become law this year. This would mean that even if the industry does succeed in getting a provision added to the bill reducing the admissions tax, it might have to try to get the committee also to vote admissions tax relief as a separate bill, to be moved through Congress independent of the comprehensive technical changes bill.

REVIEW:

The Great Locomotive Chase

Walt Disney—Buena Vista—CinemaScope

PHOTOGRAPHED in CinemaScope and in color by Technicolor amidst the lush, green rolling hills of Georgia, Walt Disney's production of "The Great Locomotive Chase" is an absorbing, dramatic account of a spy-thrilling incident taken from the pages of our Civil War history. This picture, which recounts the adventurous mission of a party of 22 Union spies who stole a Confederate train, is heavy with excitement, intrigue and suspense which should hold the interest and appeal of audiences in all types of theatre situations. It might be mentioned here that the mission of these 22 Union spies was the subject matter of another film, "The General" which was produced in 1927 as a silent comedy by United Artists starring Buster Keaton.

Disney's production is certain to appeal to the younger element, the fans of Fess Parker, who won acclaim for his portrayal on television, and in a subsequent film, as Davy Crockett. Parker portrays the leader of the Union secret agents and his drawing power is a distinct asset to this picture. Sharing the top marquee billing is Jeffrey Hunter, another young, energetic performer, who is cast as the Confederate train conductor who gives chase to Parker and his men, and keeps so close that the raiders never have a real opportunity to carry out their dangerous mission effectively.

To give the picture authenticity, Disney moved a vintage railroad across the continent to the scene of the historic action. He employed the lively and experienced musical hand of composer Paul Smith to set the pace. The suspenseful screenplay was written by Lawrence Edward Watkin, who also produced the picture. Francis D. Lyon directed.

The story commences with the presentation of the first Congressional Medal of Honor to the survivors of the Union raid and then flashes back to that morning of April 12, 1862, when the 22 Union spies steal a train from under the noses of 4,000 Confederate troops. The mission of the raiders was to cripple the South's vital military transport system at a time when Confederate forces were staggering under heavy Union pressure. Parker, in carrying out his mission, rips up train tracks, cuts telegraph wires, sets up cross-tie barriers and tries to burn a bridge. It is all to no avail as Hunter holds inexorably to his heels. The raiders are eventually caught, but some of them escape after a fierce slugfest with prison guards. Awaiting death, Parker and Fuller shake hands when it is pointed out that each fought for what they believed in and that they fought for their beliefs in their own dedicated way.

Ably supporting the principals in this exploitable picture are Jeff York, Eddie Firestone, Don Megowan, John Lupton, Kenneth Tobey, Claude Jarman, Jr., and Harry Carey, Jr.

Running time: 85 minutes. General classification. For release in June.

A highly interesting 30-minute short subject which Buena Vista Distribution Co. is releasing with "The Great Locomotive Chase" is Walt Disney's CinemaScope and color by Technicolor film, "Men Against the Arctic," a "People and Places" subject. This film tells the story of our civilian and military personnel who are stationed at the top of the world and how icebreaker ships, amidst a colorful panorama of huge icebergs, carry out their supply missions.

LESTER DINOFF

Bellin Elected

(*Continued from page* 1)

tor, which has 27 exchanges in the United States and three in Canada, will be continued by Bellin, a veteran of the industry for 30 years and a close associate of Savini for over two decades. During the past years Bellin has been directing the world wide operation of the organization.

N. E. Savini, a brother of the late Savini, is a newly elected vice-president. Anthony Tarell, former controller and office manager for over 15 years, was elected secretary-treasurer.

Mervin H. Riseman will continue to act as general counsel for the companies.

Para.'s Canadian Meeting Tomorrow

TORONTO, May 22.—Paramount's Canadian division on Thursday will open its national meeting at the Royal York Hotel here. The meeting will continue for three days, with the company's production and releasing plans for the remainder of 1956 to be the principal topics.

George Weltner, Paramount worldwide sales head, will be the main speaker at the gathering, which will be under the chairmanship of Gordon Lightstone, general manager of the Canadian division.

Censor Data

(*Continued from page* 1)

on 1954 business, and was the first industry-wide survey since 1949.

The Bureau will release in another few weeks preliminary figures on a similar survey of production, distribution, and service firms. Still later it will release detailed and final figures for each of these groups.

The survey said that in 1954 there were 18,560 theatres of both indoor and drive-in type in the U.S., with receipts of $1,415,763,000, a payroll of $290,865,000, and 158,569 paid workers. This compared with 18,631 theatres in 1948, with total receipts of $1,614,282,000, a payroll of $302,511,000 and 187,031 paid workers.

Concession Figures Included

The Bureau includes in the receipts total not only amounts paid for admissions but also Federal, state or local admissions taxes and sales of candy, popcorn and other concession items when these sales are made by the theatre. It does not include concession income—neither the total nor the theatre's percentage—when sales are made by a concessionaire. The Bureau also cautioned that in comparing 1954 and 1948 figures, some allowance must be made for the drop in the Federal admissions taxes between those two dates.

The number of regular motion picture theatres in 1954 was put by the Bureau at 14,761, with total receipts of $1,186,711,000, payroll of $248,485,000, and paid employment of 138,503 workers. This contrasts with a 1948 total of 17,689 theatres with receipts of $1,566,890,000, a payroll of $294,672,000, and paid employment of 181,322 workers.

Drive-in Growth Phenomenal

The growth in the drive-in industry was shown by the figures in this field. The Bureau said there were 3,799 drive-ins in 1954, with receipts of $229,052,000, payroll of $42,380,000, and paid employment of 20,066 workers. In 1948, by contrast, there were only 820 drive-ins, with only $46,838,000 of receipts, payroll of $8,569,000 and paid employment of 5,713 workers.

The number of drive-ins increased in every major geographic area of the U.S., the Bureau figures showed. At the same time, the number of regular theatres dropped in every single area.

AA Income

(*Continued from page* 1)

sponding period of the previous year.

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SO APPEALING

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IT'S CERTAIN

TO OUT-PROFIT

"THE SEVEN

LITTLE FOYS"



The story of a self-made failure . . . and the girl who turned him into a man in spite of himself!



Topping that Seven Little Foys fun as Bob plays pop again to the wildest little Indian of them all!



The girl that almost got away gets back where she belongs—in Bob's arms!



All the all-out laughter that Broadway took to its heart is on the screen at last



A dog . . . as big as a horse—with a heart the size of a whale . . . no wonder the boy loves him. So will you!

BOB HOPE · EVA MARIE SAINT

GEORGE SANDERS

"THAT CERTAIN FEELING"



with PEARL BAILEY

NORMAN PANAMA and MELVIN FRANK

A. L. DIAMOND, WILLIAM ALTMAN

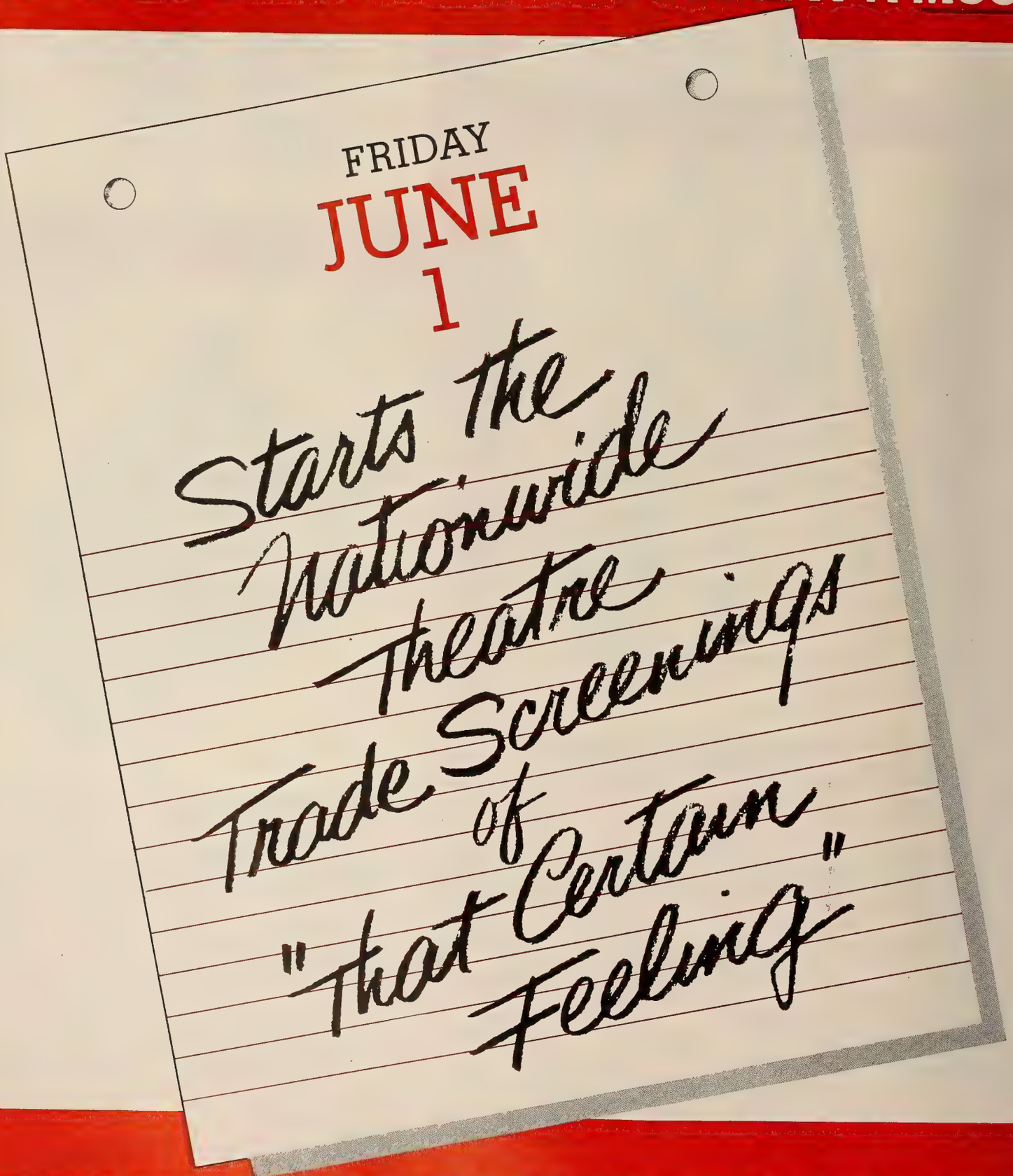
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Check your Paramount manager for theatre and screening time. All exhibitors are invited—and invited to bring along their families to this great family picture. Paramount wants *you* to have that *certain* feeling that you're about to play one of the top grossing comedies ever!

Paramount Pictures

Claims 5,500 Exhibitors Pay Low, Flat Rentals

Phillips Says Arbitration Was Murdered

(*Continued from page* 1)

man Humphrey (D., Minn.) that he has "very great misgivings" about the wisdom of permitting divorced circuits to go back into production.

Another statement by Humphrey, the only senator present, was that he wished the industry would settle more of its problems "outside the committee door," instead of dumping them in the laps of congress.

Gehring Also Heard

Phillips was one of three distributor officials submitting testimony today. Other witnesses were William C. Gehring, vice-president of 20th Century-Fox, and Charles J. Feldman, vice-president and general sales manager of Universal Pictures, who merely filed his statement. All three argued that it is to the distributors' interest to keep as many theatres going as possible, and stoutly denied charges that distributors were in any way trying to force small theatres out of business.

Phillips and Feldman, like distributor witnesses yesterday, emphasized that it is competition from drive-ins and television, changes in population and other factors that are bringing problems for small exhibitors. Gehring said the development of new film techniques was an attempt to win back theatre audiences rather than to force out small theatres.

Record to Be Kept Open

At the conclusion of the hearings, Humphrey, who was obviously disturbed today and yesterday at distributor allegations that earlier exhibitor witnesses had lied to the subcommittee, said the subcommittee record would be kept open two weeks for further comments to be filed by anyone who wanted to attempt to clear up contradictions.

Humphrey said he hoped the subcommittee would have a report completed and approved by mid-July.

One of the documents still to be filed with the subcommittee is a report from the Justice Department on the way it is enforcing the anti-trust laws in the film industry. That still had not been supplied late tonight, but was due "any moment."

The hearings didn't get under way until 4:40, almost two and three-quarter hours late, due to the fact that Humphrey was tied up on the Senate floor. When he arrived, he apologized and, stressing many other engagements he had to meet, urged the three remaining distributor officials to complete their testimony in 35 minutes.

Phillips Testimony Impressive

Phillips said he felt this was unfair to his company, and finally persuaded Humphrey to let him proceed. His testimony captivated the Senator, and he stayed on the stand 40 minutes. At one point, Humphrey broke in and said he was "very glad now that I didn't deny myself the opportunity to hear this testimony."

Phillips brought up Shor when Humphrey said he always felt that the distributor and exhibitor should be working together to build audiences, and that he couldn't understand the apparent constant conflict.

"I'm glad you made that point, Senator," Phillips said. Then rising dramatically, he said, "Is Ruben Shor here?" And when there was no answer, he added, "I'm sorry he's not here."

"He came here," he told Humphrey, "and made the most false statements I ever heard. It is an insult to the senators to ask them to swallow that stuff."

Says Profit Was 375%

Phillips then cited information Paramount had obtained during an anti-trust suit by auditing the books of Shor's twin drive-in in Cincinnati. The audit showed, Phillips said, that "the president of Allied, who should be a shining example of virtue and integrity for all the country" had made a profit of 375 per cent a year on his investment in the drive-in, "even after taking the most outlandish deductions." Phillips said that if Shor hadn't charged off cars, travel expenses and other items that shouldn't have been charged off, the profit would have been 600 per cent. "That shows why we can't get together," he said. "I think we're in the wrong business, Senator."

"I know I am," Humphrey replied laughingly.

Shor could not be reached for comment.

Claims Shor Wouldn't Buy

Humphrey then asked if Phillips remembered what Shor had complained about. "Oh, I'm so glad you mentioned that," Phillips replied. "He complained about a shortage of product. But because we sold to his competitors, he refused to buy films from us. Such was his shortage that he doesn't need to buy from us."

Citing Shor's testimony that he cut his price on Paramount's "We're No Angels" as an experiment to see if he could build attendance, Phillips said Shor was a "confounded liar. He didn't cut his price to attract patronage but to show us what he could do to us."

Points to 'Trust' Suits

"In an ordinary business," he continued, "you tell a fellow like that where to go. But in the motion picture industry you don't dare tell him you don't want to do business with him because he'll file an anti-trust suit and tell the most fantastic lies about you, you ever heard."

Phillips noted Gordon's testimony that if Paramount couldn't get $50 or more for a film, it put the film on the shelf. He said this was a completely false charge, and introduced evidence to show that on Paramount's most recent top 13 films, some 5,500 exhibitors in the country paid between $12.50 and $50 for a one, two or three day engagement. The exhibit also showed, he said, that Gordon's own theatres had 135 engagements on these films with a rental of less than $50.

'What More Can We Do!'

"What more can we do for them?" Phillips asked. "Perhaps the government can subsidize them. But what more can we do? We think we may be subsidizing them in part already." He noted that many of the smaller theatres get films for less than it costs Paramount to service them.

"That is a very well-prepared exhibit," Humphrey said.

Calls Myers 'Diabolical'

Phillips said that Myers had been "diabolical" when he charged that Paramount made "Strategic Air Command" with taxpayers' money and was nonetheless keeping the film from being seen by millions of boys in service and their parents. He said Paramount had actually put on a tremendous selling campaign for the film, and had been widely complimented by the government for producing it.

"It sometimes becomes a little difficult for a member of Congress to reconcile all these differences," Humphrey noted wearily at this point. "Sometimes it's all right to have these problems aired publicly. But the committee wishes that many of these problems be ironed out by the participants. It would be helpful in many of these matters if you good people would settle these problems outside the door."

Charges Ulterior Motive

"We have tried," Phillips replied. "You have heard Mr. Schimel tell of the great doublecross when we tried on arbitration. Some people in the industry would rather keep the kettle boiling, because if we settled down, they wouldn't have a job.

"We didn't murder arbitration. Myers murdered it. Allied murdered it." Phillips added he was very upset now that the leaders of the Theatre Owners of America were apparently going along with Allied on this point.

At another point, Phillips noted

(*Continued on page* 10)

Solution of Problems Must Come from Local Level, Feldman Tells Committee

Solution of problems dividing production-distribution and exhibition must come from the local level, Charles J. Feldman, vice-president and general sales manager of Universal Pictures, declared in a statement filed yesterday in Washington with the Senate Select Committee on Small Business.

Feldman, pointing to the decentralization of authority in Universal's distribution set-up and the multiplicity of problems confronting separate theatre operations, contended that only "local people on both sides" are equipped to handle the situation. He strongly ruled out the practicality of any proposed move for the government to regulate film rentals, as suggested by Allied States, and by implication, any recommendation to have film rentals made an arbitrable item.

Declared Feldman: "We know of no way by which any outside party to the transaction can place a price tag on anything like a motion picture that has a different value in every single theatre and village and city in which it plays. Each theatre has its own yardstick of film rentals."

Cites Data on Shor's Trust Action Audit

Sees 450 VV Prints for 'War,' 'Commandments'

From THE DAILY Bureau

WASHINGTON, May 22.— VistaVision color prints for Paramount's "War and Peace" and "The Ten Commandments" may well be in excess of the 450-mark, it was disclosed here by Louis Phillips, vice-president and general counsel, who told the Senate Small Business subcommittee today that from sound economics, a distributor is obliged to make normally from 250 to 450 prints.

Fox May Liquidate CinemaScope Products

From THE DAILY Bureau

WASHINGTON, May 22.—Twentieth Century-Fox is contemplating liquidating its screen production business, CinemaScope Products, Inc.

Vice-president William C. Gehring told the Senate Small Business subcommittee that when Fox found other manufacturers weren't ready to produce its new-type screen for CinemaScope films, Fox invested about $600,000 in developing, manufacturing and selling that screen.

However, he added, "now that other manufacturers are meeting the demand for appropriate screens, Fox is contemplating the liquidation of its screen business."

Allied, TOA

(*Continued from page* 1)

arbitration without film rental coverage and to urge the Justice Department to permit production with preemptive rights by the divorced circuits.

"We had a pleasant dinner last night," said Levy. "We exchanged views. There's nothing new."

Allied officials refused to comment on the meeting. The Allied board was in all-day session here today, and will meet again tomorrow, and Allied leaders said there'd be no statement before the end of those meetings.

Leases Conn. House

HARTFORD, May 22.—The Strand Amusement Company, operators of theatres in Connecticut, has leased the Astor, Bridgeport, Conn., subsequent-run situation, to Continental Enterprises.



Says Paramount Spent $6,500,000 for Ads

From THE DAILY Bureau

WASHINGTON, May 22.—Paramount Pictures spent about $6,500,000 in advertising and publicity for its product during 1955 in order to properly bring them to the public in every city, village and hamlet of the nation, vice-president and general counsel Louis Phillips told the Senate Small Business subcommittee today.

Pa. Censor

(*Continued from page* 1)

today befriended the film industry within its borders by specifically exempting motion pictures from application of the 3 per cent sales tax.

The exemption will save Pennsylvania theatres an estimated $900,000 annually, in addition to the fees saved distributors for censor board inspection of their releases.

Credit to Industry Trio

The Pennsylvania film industry is giving credit for the favorable legislative record to its smoothly functioning team which represented it at the capital and which consisted of James P. Clark, head of National Film Service of Philadelphia; William Goldman, well known Philadelphia theatre operator, and Manning Clagett of the Motion Picture Association of America's New York office. All three spent weeks on the scene here on behalf of the state industry.

Pennsylvania's old censorship statute was invalidated by the Supreme Court decision but efforts to re-establish state censorship on a new basis resulted in the introduction of House Bill 675 in the session of the legislature just ended. It was this measure on which no action was taken prior to adjournment.

Saturation Bookings Mapped for 'Mohawk'

Two hundred and twenty-seven theatres in the Cincinnati, Cleveland and Indianapolis area will participate, starting today, in a regional saturation opening of Edward L. Alperson's "Mohawk," in color, a 20th Century-Fox release.

The midwest launching of the adventure drama starring Scott Brady, Rita Gam and Neville Brand follows a successful introduction of the film recently in the Mohawk Valley region of New York State and a number of cities in New England.

Rexray Productions Formed by Nick Ray

HOLLYWOOD, May 22. — Producer-director Nick Ray announced the formation of Rexray Productions to produce features independently outside his non-exclusive contract with Fox, with his business manager, Rex Cole, and attorney Lawrence Beilenson as associates.

SSBC Hearing

(*Continued from page* 9)

that special handling is for the benefit of the exhibitors, and that this selling greatly increases the potential audience. He said that Rembusch "had the audacity," after his testimony against special handling campaigns before the subcommittee, to come to Paramount and want to know how soon his theatres were going to be able to show "The Ten Commandments."

Calls Charge 'Amazing'

Gehring told the subcommittee that he wanted to refute the "amazing" charges made by the exhibitors to the effect that the improved film production and exhibition techniques of recent years were part of an effort to hurt small theatres. He said the new production and exhibition techniques had been developed to win people back into the theatres after television had made huge inroads on theatre attendance, and that actually the new techniques had helped keep the industry alive.

The Fox official denied there was any "battle of the millimeters" and said that so far no national distributor has distributed anything other than a 35 mm. print.

After reviewing at length the different new film projection and sound systems, Gehring said the different processes developed by the various companies were not an attempt to squeeze out any exhibitor but rather were "the result of professional differences of opinion and the desire of the companies continually to improve upon the motion pictures which have been produced in the past."

'Spent Wisely,' He Says

The producers spent large amounts of money developing these new processes and making films in them, Gehring said. "We believe," he added, "that the money was spent wisely in an effort to achieve our common aim of increased theatre patronage."

Gehring said the producers have done all they could to help each exhibitor take advantage of the new developments. He declared any exhibitor now can show most new-type films with 35 mm. projection equipment, and sound system now in his theatre, and the anamorphic lens at $480 a pair.

Center Page Spread Plugs AA's 'Crime'

Allied Artists' New York newspaper ad campaign for the world premiere engagement of "Crime In The Streets," which starts today at the Victoria Theatre, is climaxed by a two-page ad utilizing the entire center spread of this morning's "Daily Mirror," space normally devoted to news photos. The ad closely simulates the regular "Mirror" format, with stills and captions incorporating theatre and policy copy. The "Mirror" center spread has been devoted to film advertising only once before, for "The Conqueror."

Phillips Explains Deal For 'Commandments'

From THE DAILY Bureau

WASHINGTON, May 22.—Paramount vice-president Louis Phillips said his company would lease theatres if necessary to get the proper deal for showing "The Ten Commandments."

Testifying before the Senate Small Business Subcommittee, he denied published reports that Paramount has already made some arrangements to take over theatres for showing this film. However, he added, "if we can't make the proper deal, we will try to lease theatres."

He declared the company has no doubt about its legal right to do this under the consent decree, but that "we will ask permission" just to be on the safe side.

Phillips said he has no idea how long it might be before the film would be ready for general release.

WGA and Networks Resume Talks Thurs.

HOLLYWOOD, May 22.—Negotiations will be resumed on Thursday between Writers Guild of America and the television networks for a satisfactory films-TV agreement in the hope of avoiding the scheduled June 4 strike on the part of the writers.

Both sides are flying representatives from New York to sit with the officials at the meeting.

Ruegg, Freund Included

Fred Ruegg, of CBS labor relations, and Richard Freund of NBC will join the local Writers Guild counterparts here, which will include Oscar Turner of NBC, Eugene Purver of CBS and Cliff Anderson of ABC at the conclave.

Although the writers have won some points, there are two which the networks have refused to grant; namely, non-exclusivity and separate rights for certain writers. It is claimed that these "key" rights could weaken the fabric of the minimum basic agreement if they are not secured.

Grad Urges Greater Exhibition of Shorts

More extensive use of the short subject as a weapon for the motion picture exhibitor in the competitive battle with other forms of entertainment has been urged by Columbia short subjects sales manager Maurice Grad, in a message to the company's domestic sales staff.

Grad said yesterday that a number of theatres are playing fewer shorts than in previous years and that patron reaction to such a reduction is a belief that less entertainment is being provided by the theatre.

"Patron reaction to less entertainment than before must eventually result in a diminishing desire to attend the theatre," wries Grad, adding the opinion that "such reductions in operating expense become false economy."

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UNITED offers 300-mph DC-6A Cargoliner service coast to coast!

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Ship United

UNITED'S Telemeter Airbill means faster pick-up at terminal points!

UNITED offers reserved Air Freight space on all equipment!

UNITED'S centralized payload control guarantees space dependability!

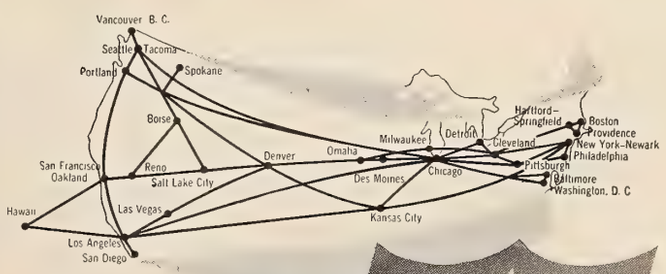


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PHILADELPHIA to PORTLAND	$24.15
SAN FRANCISCO to BOSTON	$27.00

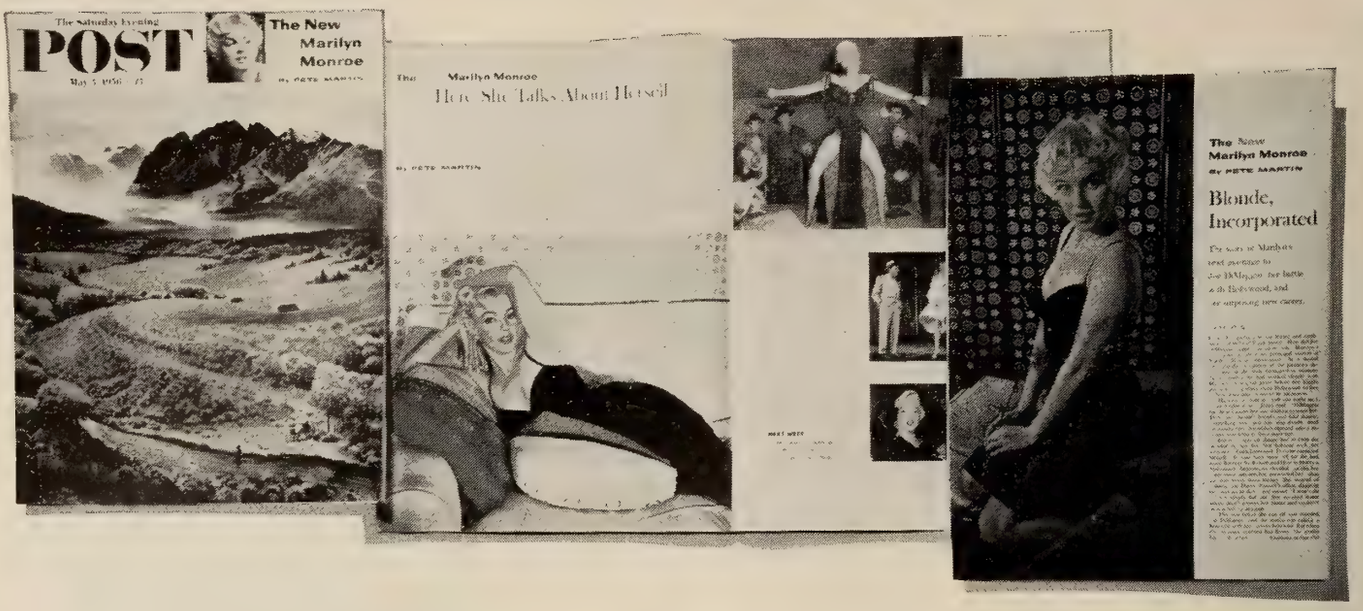
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New York Daily Mirror

"Time had 33 men on its Monroe story. In spite of which SEP's Pete Martin was not outnumbered..."

MIKE CONNOLLY
Hollywood Reporter

"The just completed SEPost series on Marilyn Monroe by quill man Pete Martin was a quiller-diller..."

HERB STEIN
New York Morning Telegraph

"Martin's factual, straightforward reporting makes Marilyn a more interesting girl in print than she has been heretofore."

WALTER HAAS
Motion Picture Daily

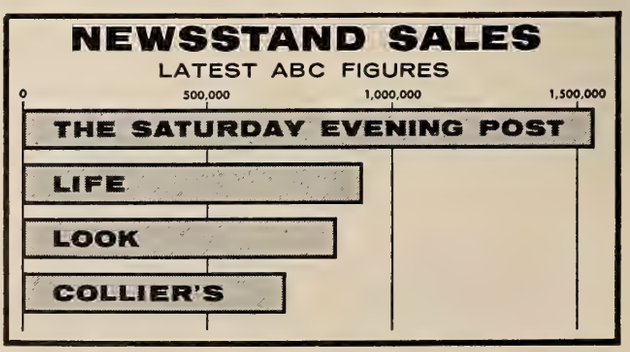
Pardon our glow over these black and white samples of the reaction we're getting everywhere to our own Pete Martin's latest triumph—the Marilyn Monroe monograph—a glowing addition to Pete's reportorial galaxy that's included Cagney, Crosby, Merman and Hope.

You'll also excuse us, please, if we say we're not too surprised. For this is a kind of reporting rare to Hollywood—an honest, behind-the-makeup examination of the facts that's fair to both the readers and the read-about... that's designed for reader interest rather than a byliner's glory. This kind of reporting is a Post specialty.

Line for line—and word for word—the Post is devoting more space to the fascinating world of show business than any other big circulation magazine... and it's making the Post's vast and loyal audience more and more movie-minded.

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 101 NEW YORK, U. S. A., THURSDAY, MAY 24, 1956 TEN CENTS

Board Meet Ends

Allied to Start Own Campaign For Tax Relief

For 'No Particular Bill'; Will Press House Group

By J. A. OTTEN

WASHINGTON, May 23. — The board of directors of Allied States Association has decided Allied should launch immediately its own drive for admissions tax relief.

The board urged Allied members to contact the House Ways and Means Committee in support of relief, but not in support of any particular bill. The board agreed that while chances for success this year are "uncertain," they are still better than they were a little while ago, and that in any event tax relief next year is certain.

The board carefully avoided any link with the tax relief compaign of the Council of Motion Picture Organizations. COMPO is backing a bill of Rep. King (D., Calif.), which

(*Continued on page* 7)

$500,000 Is Pledged At Luncheon Here for United Jewish Appeal

More than 300 leaders of the motion picture and amusement industry pledged more than $500,000 to the 1956 drive of the United Jewish Appeal of Greater New York at a Hotel Park Lane luncheon here yesterday, which honored Adolph Schimel, general counsel, secretary and vice-president of Universal Pictures.

The luncheon was presided over by Leon Goldberg, vice-president of

(*Continued on page* 8)

Industry Ad Officials Hold Second Meeting

In another exchange of ideas advanced for the purpose of bolstering the box office, the advertising-publicity directors of the major companies met for the second time here last night at the Harvard Club. While

(*Continued on page* 6)

Allied Hits Slur on Shor

From THE DAILY Bureau

WASHINGTON, May 23. — Allied States Association today condemned distributor attorneys Adolph Schimel and Louis Phillips for "intemperate and scandalous attacks on exhibitors" in testimony before the Senate Small Business Subcommittee.



Ruben Shor

Allied's board, in a resolution approved at its meeting here, said it particularly resented Phillips' attacks on Allied president Ruben Shor. Phillips yesterday called Shor

(*Continued on page* 6)

'United Artists Week' Is Scheduled July 1-7

United Artists Week, a booking drive aimed at placing a UA release in every theatre in the United States and Canada, has been scheduled for July 1-7 by William J. Heineman, vice-president in charge of distribu-

(*Continued on page* 6)

Cantor, Fitzgerald & Co.

Coast Banking Group Options Rep. Control

Deal Calls for Yates to Sell All of His Shares As Well as Those of Associates

From THE DAILY Bureau

HOLLYWOOD, May 23.—The investment banking concern of Cantor, Fitzgerald & Co., Inc., has acquired a 60-day option to purchase the working control of Republic Pictures, according to an announcement here today by B. Gerald Cantor, partner in the firm, who said that a minimum of 650,000 and a maximum of 800,000 shares of stock will be purchased by the company at $12.50 per share under the option terms.



Herbert J. Yates

Cantor, a New York and Chicago business executive, who has been here for the past six years, said in the announcement that the option "calls for Herbert J. Yates, president and board chairman of Republic Pictures, to sell

(*Continued on page* 8)

Critics Para. Guests At Williamsburg, Va.

Special to THE DAILY

WILLIAMSBURG, Va., May 23.—Colonial Williamsburg today played host to a contingent of film critics and reporters from New York, who were flown here by Paramount Pictures for a special press preview of Perlberg-Seaton's "The Proud and Profane," starring William Holden and Deborah Kerr. The preview, which was held at Hap Halligan's Williamsburg Theatre, was preceded by nearly a full day's activity centering around director George Seaton's location filming here of "The

(*Continued on page* 6)

Sees No Major Market Change

'Dip' Atmosphere Nothing New, Only Needs Tonic of Few Hits: Siegel

A few box-office hits once again will lift the industry from its present "dip," and stimulate enthusiasm in all phases of the business, it was forecast here yesterday by Sol C. Siegel, veteran producer who has just completed "High Society" for Loews' release.



Sol C. Siegel

The independent producer, saying that he has been around for a long time, explained that he has seen business dips in the past, only to have such phases supplanted by good business, when the public is offered two or three box-office hits in a season. Such hits, he went on, usually usher in another round of motion picture theatre-going by the public.

Siegel, addressing a trade press conference, said he did not think the competitive factor of TV or other current factors in today's market have so altered the situation that the current business decline cannot be overcome. The proof of that, he agreed, is that "if you have a good picture today, you can get more at the box-office than any time in the history of

(*Continued on page* 8)

Circuit Executives Buy Schenck Stock Interest in UATC

A total of 95,000 shares of United Artists Theatres Circuit stock was purchased from Joseph M. Schenck, founder of the circuit, by a group mainly composed of George P. Skouras, UATC president; E. H. Rowley, executive vice-president; Joseph Sei-

(*Continued on page* 6)

Fox to Streamline Contract Sales Dept.

Twentieth Century-Fox is "tightening its economic belt" by contemplating the streamlining of its home office contract sales department, it was reported here yesterday.

The report said that Clarence Hill,

(*Continued on page* 6)

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, will leave here on Tuesday for the Coast.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, addressed the Cleveland Council on World Affairs in that city last night on American aid to the Far East.

•

HARRY F. SHAW, Loew's Poli-New England Theatres division manager in New Haven, will return there with MRS. SHAW over the weekend from a Caribbean cruise.

•

KAY SULLIVAN, secretary to JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president, will leave here tomorrow for a vacation in Europe.

•

BERNARD G. KRANZE, Stanley Warner-Cinerama vice-president, has returned to New York from Oklahoma City.

•

PETER G. PERAKOS, president of Perakos Theatres Associates, New Britain, Conn., has returned there from Alexandria, Va.

•

W. C. GEHRING, 20th Century-Fox vice-president, has returned to New York from Washington.

•

MORI KRUSHEN, United Artists exploitation manager, is in Boston today from New York.

Army Assn. and Fox Plan 'Day' Campaign

One of the largest programs of national cooperation by a military organization was pledged yesterday by the National Fourth (Ivy) Division Assn. in conjunction with the launching of 20th Century-Fox's "D-Day, the Sixth of June."

A tribute to the men who landed on the Normandy beachhead on D-Day will mark festivties at the premiere of the Fox production on Tuesday at the Roxy Theatre. Military leaders as well as civic and community figures will attend the initial showing of the CinemaScope adaptation of Lionel Shapiro's novel.

The National Ivy Division yesterday told company officials and exhibitors that they would receive their full support and active participation from association branches in Massachusetts, California, Ohio, Pennsylvania, Wisconsin, Iowa and other states. Other veterans' groups are expected to participate in the initial showings at various cities.

Hunch Bet Wins Cash and Friends

Special to THE DAILY

PORTLAND, Ore., May 23.—Hollywood visitors made an unusually favorable impression here recently, one that is likely to be remembered for some time to come.

An RKO Radio location group headed by Sam Wiesenthal found it too warm for comfort in their hotel here one night and decided to visit the Portland Meadows Race Track. Wiesenthal made a hunch bet on an 80 to 1 shot and collected $1,000. The next day several local charitable organizations received cash gifts in the mail with a note saying only, "I like Portland. A Friend."

Film 'Fireman' Praised

A. J. Farmer of the Portland Chamber of Commerce, who learned that Wiesenthal was the donor, commented: "It's a credit to the motion picture folk in general when one of their visiting firemen performs in a charitable way, as did this one."

Set Rogers Hospital Visit and Meeting

The annual meeting of the board of directors of the Will Rogers Memorial Hospital and their annual visit to the Saranac Lake, N. Y., institution for the care or tubercular members of the industry and members of their families, has been scheduled for June 21-23, Abe Montague, president of the hospital, announced yesterday.

As in the past, the group of approximately 100, including special guests and press representatives, will be the guests of Herman Robbins and sons Allan, Burton and Norman, at their Edgewater Motel at nearby Schroon Lake, N. Y., following the hospital visit. The annual meeting of the hospital board will take place at the Edgewater Motel on June 23. The party will return to New York on June 24.

MPEA Still Mulls Japanese Code Link

The Motion Picture Export Association of America will consider further the feasibility of affiliating itself with EIREN, the Japanese Production Code administration, in discussions here and in Japan within the next few weeks, it was reported yesterday.

The board of directors of the MPEA, at its weekly meeting, agreed to discuss the EIREN affiliation further in order that they might reach a compromise.

The board also discussed the Philippine labor negotiations.

Altec Spreads Stereo Story in Midwest

Special to THE DAILY

DETROIT, May 23.—The Altec Caravan, selling Midwestern theatregoers on the advantages of the best in theatre sound, arrived here today after covering 4,000 miles since its departure from New York early this month.

Bert Ennis, Altec Service Corp. advertising-publicity director, said that the story of stereophonic sound and its contributions to enjoyment of the theatre, will be told as a result of the Caravan's missionary work in feature stores and pictures to be published in the Minneapolis Star and Des Moines Times-Herald. The story also will be told to the Detroit newspapers while the Caravan is here, as well as to exhibitors and many of their patrons.

The Altec Caravan previously visited Southern states on an identical mission, and may be routed to other areas later.

Back Read Expulsion From AFM Local 47

Adopting substantially all of the recommendations of Referee Arthur J. Goldberg, the international executive board of the American Federation of Musicians yesterday ordered the expulsion from the union of Cecil F. Read and 10 followers who sought to seize control of the Federation's second largest local.

At the same time President James C. Petrillo granted the request of the Read faction for postponement of the expulsion order pending the determination of expected appeals to the Federation's annual convention, commencing June 11 in Atlantic City.

Would Be Out for One Year

The disciplinary actions of the board, if sustained by the Convention, would deprive Vice-President Read of Local 47 of membership in the union for one year and deny him elective or appointive office for two years after reinstatement. His return to union membership after twelve months would be contingent upon his conduct during the period of suspension.

Army Cites Sarnoff For Aid to Reserve

WASHINGTON, May 23. — Brig. Gen. David Sarnoff, RCA board chairman, was today given the Army's medal for exceptional civilian service. He received the medal for his "untiring" work in promoting the new reserve training program.

Defense Secretary Wilson made the presentation after Army Secretary Brucker read the citation.

MMPTA, ITOA Aid In Fund Campaign

The Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association are both cooperating with the Greater New York Fund which currently is conducting a $10,000,000 fund-raising campaign through June 30.

A two-minute trailer for the Fund has been produced by Transfilm in association with Harrison Productions and is now being distributed to New York theatres by National Screen Service in English and Spanish versions.

De Rochemont Enters 16mm. Distribution

Louis de Rochemont Associates, producers and distributors of theatrical feature films, has entered the 16mm. distribution field, it was announced by F. Borden Mace, president. The organization has formed the Louis de Rochemont Associates Film Library.

The first three films in the Library's catalogue are still being released theatrically. They are this year's Academy Award-winning feature documentary, "Helen Keller in Her Story," Arne Sucksdorff's Cannes Festival prize-winner, "The Great Adventure," and the Edinburgh Festival Award two-reel color film, "Suez."

Von Herberg Joins MCA-TV in N.W.

PORTLAND, Ore., May 23.—John Von Herberg, known in Portland for his association in the Jensen-Von Herberg theatre operating organization, has been made head of Pacific Northwest MCA TV, Ltd., world-wide film syndication division. He will direct that company's activities in Portland, Seattle, Salt Lake City and Denver.

'Trapeze' Chicago Premiere June 4

Hecht and Lancaster's "Trapeze" will have its "gala" Midwest premiere at the United Artists Theatre in Chicago on June 14.

The Chicago opening will be the third for the UA release, following the world premiere in Los Angeles on May 29 and the New York bow at the Capitol on June 4.

"Cargo" to Jacon

"Forbidden Cargo," recently acquired by Fine Arts Films, Inc., will be distributed throughout the United States by Jacon Film Distributors (J.F.D.).

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

PEOPLE

E. M. Loew, new England circuit operator, has accepted the chairmanship of the building fund campaign for the newly established Congregation B'nai Jacob in Milton, Mass. The new building, to be constructed on the Blue Hills Parkway, is expected to be completed for occupancy in September.

Paul Gage has been named assistant manager at the Beacon Hill Theatre, Boston, replacing Marshall Swartz who is returning to the School of Business Administration at Boston University. Gage will assist manager Harry Harding at the theatre.

Elmer F. Lux, former president of the Buffalo Common Council and chief barker of the Variety Tent there, has been reelected president of the re-activated Buffalo Re-development Committee, Inc.

James Cagney will fly from California to preside as toastmaster at the testimonial dinner given to honor His Excellency, Richard J. Cushing, Archbishop of Boston. This dinner is given by the Variety Club of New England, co-sponsors with the Red Sox of the Jimmy Fund, for Archbishop Cushing on the 35th anniversary of his ordination, on Saturday evening.

Edward Harrison, motion picture distributor, who recently returned from the Cannes Film Festival, reported on the festival at the New School for Social Research last night.

Lucian C. Davis has been named manager of CBS network broadcasts in Hollywood.

Settle Long-Standing Wanger-TV Action

After five years of litigation involving claims and counterclaims concerning the right to distribute and exhibit Walter Wanger pictures, all claims have been settled and adjusted by Masterpiece Productions, Inc., United Artists, Matthew Fox and Motion Pictures for Television.

According to the settlement, Masterpiece Productions will distribute and exhibit the films in the U. S., Canada and Alaska for TV broadcasting, as well as for theatrical and non-theatrical purposes. The settlement also provides that Masterpiece will permit the servicing by the Matty Fox distributor of those TV station contracts entered into prior to Dec. 31, 1955. All future contracts are to be handled solely by Masterpiece.

On Amusement Enterprises

Canada Predicts Increased Spending for Construction

By M. L. SCHWARTZ

OTTAWA, May 23.—Canadian Government reports that a nationwide survey reveals now that the value of construction work for theatres, arenas, amusement and recreational buildings in 1956 will mount to an estimated $20,630,000 in sharp contrast to $15,359,000 in 1955, $17,521,000 in 1954 and $14,393,000 in 1953, marking one of the biggest increases in such spending in recent years and emphasizing the expected boom in amusement business in tune with the general prosperity and more leisure time for Canadians.

It is considered highly significant, too, that the big jump in such spending will be for new structures since $19,139,000 will go for new construction in 1956 as compared with $13,546,000 in 1955 or $15,189,000 in 1954, while repair work will rise only to $1,491,000 in 1956 from $1,813,000 in 1955 and even lower than the $2,332,000 in 1954.

Affected by Several Factors

The extent to which the planned construction program will be realized this year will depend upon a number of factors, including the availability of building materials, particularly steel and cement, both in short supply at the moment, as well as funds for investment and skilled manpower. Of course, the money supply situation in Canada is now becoming rather tight and theatre as well as other amusement plans may be affected somewhat by the present credit squeeze.

Nevertheless, some areas report that picture theatre attendance is better than anticipated earlier in 1956, despite TV and, given good pictures, may prove surprisingly good this year. Similarly, other amusement fields are doing better. This may encourage construction activity in these fields above earlier intentions.

Rites Tomorrow for Bowen, N.Y. Censor

ALBANY, May 23.—Funeral services will be held here on Friday for Dr. Ward C. Bowen, 64, twice acting director of the Motion Picture Division, State Education Department, who died suddenly Tuesday night. Dr. Bowen's first service as acting chief censor was in 1946-49; the second was following Dr. Hugh M. Flick's promotion to executive assistant to the education commissioner. Last September, Bowen was acting director when "The Man With the Golden Arm" was licensed.

RKO Signs Kanter

HOLLYWOOD, May 23.—RKO has signed Hal Kanter to a multiple picture directing deal. His first will be the direction of the George Gobel starrer, "I Married a Woman."

Kanter is producer and head writer of the Gobel TV show.

Ontario Censor Report Has Optimistic Note

Special to THE DAILY

OTTAWA, May 23.—The annual report of Ontario's chief censor, E. J. Silverthorne, indicates that television and bingo have affected adversely attendances, but, at the same time, it contains a belief that TV and theatres can co-exist, even hinting that many theatres may reopen shortly and some new theatres show up in expanded regions of Ontario.

However, for the past year, film business declined sharply and employment declined.

In addition, approximately 75 per cent of all feature films received were released without censoring.

Production Up; 39 Pictures in Work

HOLLYWOOD, May 23.—A slight increase in production last week pushed the total number of pictures in work up to 39. Seven new pictures were started and four others were completed.

Started were: "The Oklahoman," CinemaScope, color, and "The Cruel Tower" (Allied Artists); "Search for Bridey Murphy," VistaVision (Paramount); "The Big Boodle," Lewis Blumberg Prod. (United Artists); "The Incredible Shrinking Man" and "Mister Cory," Technicolor (Universal-International); "The Girl He Left Behind" (Warner Bros.).

Completed were "Chasing Trouble" (Allied Artists); "Guns of Port Petticoat," Brown-Murphy Pic. (Columbia); "Julie," Arwin Prods. (Metro-Goldwyn-Mayer); "The Boss," Boss Prods. (United Artists).

Gleason Goes 'Live' On CBS-TV in Fall

The Jackie Gleason television program, which has been on film during the 1955-56 programming season, will "go live" commencing on Sept. 29, Hubbell Robinson, Jr., executive vice-president of the Columbia Broadcasting System's TV network announced.

Robinson revealed that sponsors of the one-hour Gleason TV show would be Old Gold and Bulova watches. He said that Gleason's present sponsor, Buick, would "hit the road" on Sept. 22, when the last filmed show of "The Honeymooners" would be televised.

. . . NEWS ROUNDUP

Ontario Rejected 302 Ads

An estimated 302 advertising displays emphasizing sex and violence were rejected last year by the Ontario Censor Board at Ottawa, it has been disclosed in the unit's report. Sixty-two displays were originally rejected but, after revision, were distributed following official approval by the censor board.

Broadcasts from Drive-in

Tex Pavel, radio cowboy personality on WKNB-TV in Hartford, is currently broadcasting his nightly radio show from the concession building at Meadows Drive-In, Hartford. The program, the first to be presented from a metropolitan drive-in theatre in the city in many years, is aired from 8 to 8:30 P.M.

Buys Honolulu Stations

The purchase of stations KULA and KULA-TV, Honolulu, and Consolidated Television and Radio Broadcasters, Inc., has been approved by the board of directors of the Crowell-Collier Publishing Co. The firm currently owns radio and TV stations in Minneapolis, Indianapolis, Grand Rapids and Flint, Michigan.

Sunday Services at Drive-in

An organ will be purchased for Sunday morning services at the Rochester, N. Y., Empire Drive-in, which are scheduled to start on June 3. Children's choirs from neighboring churches will participate in the Sunday services. The Rev. George E. Ulp is arranging the program, while the Rev. Harold W. Estes is in charge of the music.

Compo Ad Placed in Congressional Record

Counsel of Motion Picture Organizations' latest "Editor & Publisher" advertisement has been inserted in the Congressional Record by Sen. William Langer of North Dakota.

Word of this action was sent yesterday by Senator Langer to Robert J. O'Donnell, national tax campaign chairman, who sent reprints of the advertisement on May 18 to all members of both Houses of Congress.

"I agree with you 100 per cent," wrote Senator Langer, "as, in my opinion, the theatre admissions tax, the cabaret tax, and many of the other excise taxes were enacted solely as an emergency wartime measure and most certainly were never intended to be a permanent yoke around the necks of our people."



The villain still pursues her!

Nothing beats the old-time "meller-dramer" for sheer excitement—unless it's a modern thriller done for today's wide-screen. Black-and-white or color, it captures its audiences, young and old, brings them back for more—show after show.

Costs are great for these films . . . but so are the

East Coast Division
342 Madison Ave., New York 17, N. Y.

Midwest Division
137 North Wabash Ave., Chicago 2, Illinois



rewards. To make such films, producers use technics which the Eastman Technical Service for Motion Picture Film has been happy to help the industry develop.

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Branches at strategic centers. Inquiries invited.

West Coast Division

6706 Santa Monica Blvd., Hollywood 38, Calif.

Fox Dep't

(*Continued from page* 1)

20th-Fox's supervisor of branch operations, had recently conducted an examination of the contract sales department's functions and found that this department "had been duplicating work being done in branches."

At present, it was pointed out, there are some 40 persons involved in 20th-Fox's contract sales operation. It was stated that Hill's examination had been thoroughly considered by high-level distribution executives of the company and even by the 20th-Fox executive committee, at its last meeting. The report indicated that the top 20th-Fox executives had put the matter over "for a few more weeks for further consideration."

Industry Ad Officials

(*Continued from page* 1)

it was reported that no conclusions were reached, the group delved into various projects that would attract the public to the theatres.

Attending the meeting were Sid Blumenstock, Rodney Bush, Charles Cohen, Martin Davis, Steve Edwards, Gil Golden, Harry Golob, Abe Goodman, Paul Lazarus, Roger Lewis, Al Tamarin, Jerry Pickman, Si Seadler, Charles Simonelli, Jeff Livingston, Phil Gerard, Al Stern and Ken Clark.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week— through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

THE telefilms, featuring stars who pinch-hit on "Loretta Young Show" during her recent illness will replace "Mama," which fades from the CBScene Friday, July 27, with a new half-hour show, "The West Point Story," moving into that spot with General Foods sponsoring. . . . Maestro Michael Zarin, whose music was broadcast from the Waldorf-Astoria Peacock Alley for over 20 years, will bring his talented orchestra to the exclusive Montauk Manor at Montauk Point June 20 with several network wires a week. . . . Lovely Jackie Loughery, femme lead opposite Edgar Buchanan in the "Judge Roy Bean" teleseries produced by Russell Hayden for Quintet Productions, in Gotham for a week of vacationing and a look-see of the Broadway shows. The series of 39 completed episodes with 26 additional to be filmed at the Jerry Fairbanks Studios in Hollywood, are nationally distributed by Screencraft Productions. . . . Look for Mae West to sing as well as emote in her next film. She's currently taking vocal coaching from Eddie Miller, Broadway's famous "minstrel" vaude and TV headliner.

☆ ☆ ☆

Thar's gold in them thar p.a. tours and Julius La Rosa is quite satisfied that this axiom is well-founded. Singing to SRO crowds at the Baker Hotel in Dallas, La Rosa heads for Philadelphia, Washington and then the Chez Paree in Chicago week of June 20. . . . Cinekad Engineering Co. exhibition booth at the recent S.M.P.T.E. convention in New York was such a hit that prexy George Kadisch has been invited to bring his "samples and personality" to the West Coast conclave, slated for mid-October in Hollywood. . . . Looks like Bill Nimmo's manager, Charlie Conaway has a new star in beautiful Ann Lorain, whose thrilling trilling on Dennis James' "ABChance of a Lifetime" recently has two nets dangling offers. . . . After three years with Dave Alber's flackery, Mike Merrick has resigned to become a junior partner in Bud Brandt's public relations (yoo-hoo, Dave) office. . . . Fordel Films, producers and distributors of commercial, industrial motion pictures and special documentary and advertising films for TV with studios and offices in the Bronx, have made amazing strides in the past decade under the supervision of prexy Clifford Potts with the able assistance of veep Gordon Hessler and gen. sales mgr. Richard Kent.



Julius La Rosa

☆ ☆ ☆

Bill Stern will play himself in a new series of semi-documentary telefilms on college sports written and produced by Thor Brooks and Malvin Wald. The program, "College Coach," is an all-embracing theme highlighting famous college coaches, athletes and actual sport thrills. . . . Not only is Ralph Edwards a talented emcee and genial host, but he's also NBConsistent. During the past five years Ralph has launched TVia NBChannels five packages, "This Is Your Life," "Truth or Consequences," "Place the Face," "Funny Boners," "The Ralph Edwards (who??) Show" and starting Monday, June 4 (12:00 noon EDT) his sixth property, "It Could Be You," will embark on a new half-hour Monday thru Friday course, to be produced by Steve Hatos, directed by Stuart Phelps with Ralph's brother Paul, executive producer. Sponsors will include Welch Grape Juice, Raleigh cigs and Brillo. . . . For two hours Tuesday, real belly-laughs, interrupting the hush-hush big deals being hatched by Toots Shor diners, emanated from a table near the bar, at which sat the clever prize-fighter Billy Graham, producer Jerry Layton, Jackie Gleason, Jack Lescoulie, Jack Philbin and Jack Hurdle (all that jack and no Bullets Durgom?) and your reporter. Never heard so many funny stories about the "cauliflower" industry and if Gleason can repeat some of them (in character) on his new, live series next September, no comic will even be near him in ratings.

☆ ☆ ☆

Bernard H. Baum, prexy of the Effanbee Doll Co., is planning an extensive national TV and newspaper campaign to plug its Dydee Doll. Initial TV spots will be seen in New York, Philadelphia, Los Angeles and Chicago thru the Monroe Greenthal Co. . . . When M-G-M Record's A & R chief Harry Meyerson heard songwriter Art Berman whistling his new song on Joe Franklin's ABC-TV program, he signed him forthwith to whistle the theme for a forthcoming RKO western. It'll also be released as an M-G-M special, June 1.

Shor Backed

(*Continued from page* 1)

a "confounded liar," a man who r lessly wiped out smaller competi and one who made exorbitant pr on his own theatre operations.

The board, the Allied resolut said, "expressed its deep resentm that Adolph Schimel of Unive and Louis Phillips of Paramo misused the Senate Small Busi Committee hearing as a forum intemperate and scandalous atta on exhibitors whose only offense to present information to that c mittee and, in particular, the bo roundly condemned Louis Phillips his defamatory statements conce ing our president and Paramou longtime customer, Ruben Shor."

Shor himself said he did not w to comment on Phillips' remarks u he had read the printed transcript the hearings.

Host Critics

(*Continued from page* 1)

Williamsburg Story," a Willi Wright production for Colonial W liamsburg, Inc.

After being deposited by a ch tered National Airlines Convair Newport News, the group was dri directly to Williamsburg. Sho after arrival here the reporters w taken on a guided tour of Colo Williamsburg, authentically resto village, whose significance as American heritage is being poin up in "The Williamsburg Story." T film is being shot exclusively for new VistaVision - equipped spe theatre in the center of the Colo village.

The press party joined Seaton he filmed a sequence for "The W liamsburg Story" at the Raleigh T ern, following which was a pic lunch. Further location filming t place after lunch. Then Luke Bat in charge of the Colonial Willia burg public relations staff, and assistant, John Van McNair, ushe the guests on a review of seve Williamsburg landmarks.

Schenck Stock

(*Continued from page* 1)

der, president of Associated Prud tial Theatres, and M. A. Naify, pr dent of United California Theat Inc.

UATC president Skouras said t Schenck will continue as chairman the board. Skouras said the gr paid $8.75 per share for Schen holdings. In addition to the p cipals in the group, Skouras said t some shares of Schenck's stock w to attorney Milton Weisman and H Wemple, UATC vice-president a treasurer.

'United Artists Wee

(*Continued from page* 1)

tion. Cash prizes will go to the th winning exchanges, among the which will compete. James R. Vel general sales manager, is direct the field phase of the campaign.

A group of special accessories being prepared by UA for the dri

Allied Will Conduct Own Tax Relief Campaign

DC Criticizes elling Plans f Paramount

(*Continued from page* 1)

uld make the 10 per cent admisns tax apply only to that portion admissions over $1.

There were these other tax develments today:

¶ President Eisenhower told his ws conference that the government ould not think of cutting taxes at s time despite an expected 800,000,000 surplus this year.

¶ The House Ways and Means mmittee said it would meet Tuesy to resume voting on subcommit- recommendations on excise tax anges. The subcommittee's recomndations for further admissions relief won't be reached for at st another day or two after that.

Allied leaders explained that the son they didn't want members to k any particular bill this year was ause they felt that if relief were t granted this year, the industry ght be then in a bad position to k greater relief next year than it ks this year. "We don't want to limited to any particular amount," ied general counsel Abram F. ers said. "We want all the relief can get." He said one good target uld be an exemption for any kets costing less than $5.

The Allied announcement said the ard received reports on the tax sition from Myers, Trueman T. mbusch and Col. H. A. Cole, Al-'s tax committee. The board was d by the committee that the nces of relief this year "are uncern, but somewhat brighter than they re when the board last met."

To Concentrate on House Group

The board therefore called upon affiliated units and their members do all they can to aid in seeking ther relief, concentrating on the use Ways and Means Committee the time being," Allied anmced. "The board feels that it uld be wiser to stress the need for ef without specifying any particu- bill. If action by Congress is not thcoming at the current session, it a sure-shot for 1957.

The prospective substantial budgry surplus will make that a tax-cut- year at which relief may be real- in larger measure than is templated by any pending bill or sible compromises based thereon;

YOU GET SPECIAL TRAILERS FAST FROM FILMACK
WHEN YOU NEED A GOOD TRAILER FAST . . CALL ON FILMACK. YOU'LL BE GLAD YOU DID.
CAGO, 1327 S. WABASH
YORK, 341 W. 44th ST.

Highlights of the Allied and EDC Meetings

Ruben Shor, president of Allied States Association, has listed the following as the highlights of the views expressed, and decisions reached, at the meetings of the Allied board and the Emergency Defense Committee, which came to a close yesterday in Washington.

¶ An EDC report attacking Paramount for its current sales policies and promising to carry on a major campaign to "educate" exhibitors regarding Paramount and its forthcoming "War and Peace."

¶ A warning to all exhibitors renting pictures headed for later television showing to make sure that they're getting adequate clearance over the TV showing.

¶ Agreement that the major producers should not be permitted to own theatres, but that there's nothing illegal about Si H. Fabian going into Warner Brothers if he severs all his theatre-owning connections.

¶ A board recommendation that any unit finding evidence that distributors are retaliating against exhibitors who filed affidavits with the Senate Small Business Subcommittee refer this evidence to general counsel Abram F. Myers "for presentation to the Senate."

¶ A directive to Shor to appoint an Allied committee to cooperate with the Society of Motion Picture and Television Engineers on efforts to standardize equipment.

¶ The receipt of bids from Indianapolis and St. Louis to play host to the drive-in convention in February, 1958.

Allied does not needlessly wish to commit itself now to less than it might be able to secure later."

Allied president Ruben Shor said that there had been no attempt at the board meeting to get Allied to enroll in the COMPO tax relief campaign. He and Myers emphasized that "we're not getting involved in the COMPO fight. This is an Allied drive."

Letter from Skouras Received

Shor said he had received a letter from 20th Century-Fox president Spyros P. Skouras, asking for his views on the types of films the producers should devote more attention to. He said he read this to the meeting, there was a lot of discussion, and the consensus was the producers had "eliminated our bread-and-butter pictures, that they weren't making enough family type pictures." Shor cited various series such as "The Thin Man," "Blondie," "Francis," and others as the wanted type.

Shor said that it was agreed each member of the board would be given a copy of Skouras' letter, would give the matter "immediate thought and study" and then would forward their views to Shor for compiling and forwarding to Skouras.

Myers said the board felt the producers were concentrating too much on spectacular films and problem-type pictures, keyed to the big downtown theatres and to the foreign markets.

Dislikes Films from TV

Shor said the board also felt that "it wasn't a healthy thing for business" to have films made from television shows with the same cast, script, writers, and directors. He cited "Marty" and "Patterns" as examples, and said theatre customers would recall seeing the same thing on television and would feel cheated at having to pay to see the same thing they had earlier seen free.

The Emergency Defense Committee report said the "most threatening development since the flood of 50 per cent pictures" which led to the formation of EDC in 1954 was Paramount's current sales policy. The EDC described this as involving special engagements for all films other than "run of the mill," increased rentals on the lesser-quality films, and discontinuation of the previous practice of adjusting terms on the basis of box office performance.

Points to Phillips Statement

EDC said Paramount general counsel Louis Phillips had clearly indicated that Paramount planned special treatment for "War and Peace" and "The Ten Commandments." Accordingly, it said, EDC had decided that "in its future efforts to inform exhibitors concerning the policies and practices of the film companies it would devote its efforts to a single company, or a single policy or a single picture. Also that where a particular picture was concerned, the educational campaign would be initiated before the picture was offered for license and hence before the exhibitors could make improvident deals without adequate information."

EDC's next efforts, the report said, would be to discuss a company, policy, and picture "all in one package" by discussing Paramount's handling of "War and Peace." EDC promised this "educational campaign" would get under way in a few weeks, as soon as Paramount's exact terms for the film become known and as soon as Allied leaders have finished the job of filing statements with the Senate subcommittee replying to distributor testimony.

Urges EDC Organization

Allied units which have not yet organized local EDC committees were urged to do so at once, in order to be ready to move when the big campaign started.

The Allied board considered Warner's deal to sell old films to Dominant Films, for rental both to theatres and TV stations; the board noted that Dominant had announced it would license the films to television a year after their first theatre showing.

The board said many theatres would not get the films until many months after their first theatre showing, and thus would actually have very short clearance before the possible first television showing. It warned its members of this fact, and urged that all contracts for these or other films to be later shown on TV have clauses giving the theatre owner adequate clearance over the first local television showing.

'Clearance' Clarified

"Our point is," Myers stated, "that what might be reasonable clearance between two theatres, both charging admission prices, would not be enough clearance between a theatre and a television station showing the film free."

Shor said that "if people once get the idea that there's only a short wait before they see a film free on television, we're really finished."

With respect to the sale of control of Warner Brothers to the Semenenko group, the board approved a telegram previously sent to the Justice Department by Shor and Myers. That telegram said the entry of Fabian into production was not what Allied had in mind when it joined Theatre Owners of America in urging Justice to permit production by the divorced circuits. At the same time, the telegram said, there could be no legal objection to the deal provided Fabian completely, and in good faith, divorced his theatre holdings.

WB Video Pact Stirs Warning On Clearance

FLY B·O·A·C
The Monarch
ARISTOCRAT OF THE AIR
Direct
New York • London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

National Pre-Selling

GREGORY PECK, star of "The Man in the Gray Flannel Suit" and "Moby Dick," appeared on the full-color front cover of the May 20 issue of "Parade." In the same issue is the first installment of a well-researched personality story on this very popular male star. A Los Angeles theatre manager is quoted as saying, "Peck's name on our marquee is the best box-office insurance we have."

•

Lazar Wechsler, producer of "Heidi," "The Search" and "The Last Chance," is profiled in the May 26 issue of "The Saturday Evening Post." Dean Jennings was sent to Zurich, Switzerland, by the "Post's" editors to interview Wechsler at his studio.

When William Wyler, eminent Hollywood director, visited Wechsler's studio, which is a bleak and drafty building, he exclaimed, "My heaven, this isn't a studio! It's a bathtub." However, Wechsler's pictures have won 25 international awards, including four Hollywood Oscars.

•

Interest-compelling photos which dominate the pages of a pictorial and text story on "Bhowani Junction" appear in the May 21 issue of "Life." One of these photos shows a train wreck, another a riot at a railroad station in India, where this M-G-M film was made. Other stills of Ava Gardner, Stewart Granger and Bill Travers in both exciting and romantic situations round out this story on the film that opens at Radio City Music Hall today.

•

A striking ad in color on "Away All Boats" appears in the June issue of "Reader's Digest."

Samuel Goldwyn wrote an article for the same issue based on the advice he received from a neighbor when he was nine years old. The advice: "Remember, Sam, a man's most precious possession is his courage. No matter how black things seem, if you have courage, darkness can be overcome."

•

"The Man Who Knew Too Much" gets considerable assistance from the "Movie Review" appearing in the May 29 issue of "Look." This story reports the reviewer is "Alfred Hitchcock's personal favorite among all the suspense thrillers he has filmed since his career began 30 years ago." Many stills taken on the production sets illustrate the review, which starts on a full page and is continued on a spread.

•

Kim Novak, star of "The Eddy Duchin Story," was selected by the editors of "Cosmopolitan" to lead off an article titled "Picture Album of Beautiful Women," which appears in the June issue.

An attractive full-color page photo of Kim in evening clothes is used and laudatory comments are made of her roles in "Picnic" and "The Man With the Golden Arm."

•

A two-page spread is devoted to "Moby Dick" in the June issue of "Seventeen." A woodcut depicting the struggle with the white whale called "Moby Dick" is reproduced on the left page of the spread. On the other page, Ed Miller reviews this new Warner picture and sums up thusly: "Now, just over a century since Melville's epic was born, the wonderful story has been transformed into a movie worthy of the original. See it; you'll be thrilled."

WALTER HAAS

'Dips'

(*Continued from page* 1)

the motion picture industry in the United States."

Asked about the current atmosphere in Hollywood, Siegel said that he has never seen as much attention to get showmanship qualities in motion pictures as today. He pointed to his own endeavors in this respect, citing the cast of "High Society," the teaming of Grace Kelly, Bing Crosby and Frank Sinatra, as the principals. In addition, the hiring of Cole Porter to do the music and John Patrick to do the screenplay for "High Society," he added.

Howard Dietz, Loew's vice-president in charge of advertising, publicity and advertising, in whose offices the press conference was held, stressed the importance of the Siegel deal. He said when an independent producer of Siegel's stature ties up with the resources of a major studio such as M-G-M, it spells something which is unobtainable on TV.

Pact Calls for Four Films

Siegel said his deal with M-G-M calls for the production of four films over a two or two-and-a-half year period. M-G-M, he went on, has supplied the major financing for "High Society." His next one will be "Les Girls," starring Gene Kelly, Leslie Caron and Mitzi Gaynor, as well as a fourth personality, as yet unsigned, Siegel said. George Cukor will direct, he added.

Danny Kaye will star in another Siegel production, the tentative title of which is "Merry Andrew," the producer stated.

Craven Is Nominated For FCC Post

WASHINGTON, May 23.—President Eisenhower has nominated T. A. M. Craven, a Washington engineer, to be a member of the Federal Communications Commission.

Craven, a Democrat, would succeed Commissioner Edward M. Webster, whose term will expire June 30. The new appointee, nominated for a seven-year term, served as an FCC member from 1937 to 1944. Since 1944, he has been an engineer for the firm of Craven, Lohnes and Culver in this city.

Not Only the Money Attracts Stars: Siegel

There are other factors besides money which attract talent, according to independent producer Sol C. Siegel, who corralled Grace Kelly, Frank Sinatra and Bing Crosby for "High Society," tentatively slated to be released in August.

He said if the stars and their agents are excited about the property, they will not pass it up in order to get a percentage of the picture. A good picture to them is an insurance on their popularity, he added. Siegel acknowledged that Crosby got a percentage deal for "High Society," but a reasonable one, he added.

$500,000

(*Continued from page* 1)

United Artists, who is chairman of the UJA motion picture and amusement division campaign.

Schimel was honored for his devoted service to UJA, especially his outstanding efforts as chairman of the industry during its past three UJA drives, and was presented with a hand-made, silver-bound Bible by Barney Balaban, president of Paramount Pictures.

Dr. Gruber a Speaker

Dr. Ruth Gruber, journalist and special correspondent for the New York "Herald Tribune," was guest speaker.

Seated on the luncheon dais were Goldberg, Balaban, Schimel, Dr. Gruber, Robert Benjamin, Rabbi Birstein, Jack Cohn, Ned E. Depinet, "Lep" Friedman, William J. German, Irving Greenfield, Malcolm Kingsberg, Milton Rackmil, Herman Robbins and Samuel Rosen.

Atlanta Gives $90,000 For Cerebral Palsy

ATLANTA, May 23.—Contributions in excess of $90,000 were received here Saturday in the Variety Club's sixth annual Old Newspaperboys' Day campaign for the Cerebral Palsy School clinic here.

The largest sum contributed to date, the more than $90,000 will swell the six-year total to $380,000. Chief barker Harold Spears of Atlanta's Variety Tent anticipated that collections would exceed $100,000 and believed the figure might be reached this week after all returns are in.

A special edition of the Atlanta "Journal-Constitution" went on sale last week and businessmen of all ages walked the streets selling the paper, all proceeds going to cerebral palsy.

Drop Drive-In Plan

CHICAGO, May 23.—Plans for the construction of an outdoor theatre in the immediate vicinity of O'Hare Airport have been abandoned, since the City agreed to purchase 850 acres of adjoining land, which includes the 40-acre theatre site.

Coast Group

(*Continued from page* 1)

to the investment company all of shares as well as stock owned by number of his associates."

Republic Pictures has 2,004,1 shares of common stock issued a outstanding out of the authoriz 2,750,000 shares at a par value of cents per share, exclusive of 8 shares in the company's treasury, of Oct. 29, 1955.

Holding Approximately One-Thir

Yates' holdings, and those of associates, are said to be appro mately one-third of the outstandi stock of Republic Pictures. Cant did not disclose whether his opti agreement to assume working c trol of Republic would carry over Republic's subsidiary compani mainly Consolidated Film Industri It was assumed that the agreem would embrace all Republic holdin

Cantor, who indicated that the tion had been obtained here Monday, prior to Yates' departure

The board of directors of Repub Pictures was in session here all aft noon yesterday and efforts to rea president and board chairman H bert J. Yates for comment on t company's reported forthcoming s to Cantor, Fitzgerald & Co., Inc., Hollywood, were unsuccessful. A cording to a Republic official, Ya may hold a press conference on M day "to clear the air."

New York, declined to specify t purpose for which his firm had quired the option agreement. Cant Fitzgerald & Co. has many import motion picture executives among clientele. Cantor is a member of t board of directors of American Col type Corp., Butler Brothers and t Dallas Transit Co., and is reported own substantial interests in the Ra Electrotype Corp., of Cincinnati, a in Smith-Corona.

Follows Many Reports

The announcement came on t heels of various reports circulat here following the recent layoffs some studio personnel. The layo were attributed to a cessation of p duction at the Republic studios d to the large number of complet pictures, 15 in all, not yet releas for domestic theatre consumptio Most of the Republic personnel we given 90-day lay-off notices, effecti this week. It was said that so of the Republic home office person in New York also were affected.

'Crime' Bows to $5,20

Allied Artists' production of "Cri in the Streets" chalked up an openi day of $5,200 yesterday in its bow the Victoria Theatre here, accordi to the company. Police had to called out yesterday afternoon to p vent a riot when Sal Mineo, s of the film, appeared in the theatr lobby. The theatre was forced stop selling tickets for 15 minu while the police restored order.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 102 NEW YORK, U. S. A., FRIDAY, MAY 25, 1956 TEN CENTS

EDITORIAL

Aftermath of the SBC Hearings

By Sherwin Kane

With the wind-up this week in Washington of the Senate Small Business subcommittee arings on motion picture industry oblems, several conclusions are mediately permissible.

Foremost is that the 1956 hear-gs have accomplished no more for ose who brought them about than l the hearings before the same dy in 1953.

•

Now that some steam has been scharged, those participants may in a mood soon to turn their ergies and talents into more re-rding channels, some of which y provide relief for the thous-ds of hard-pressed exhibitors o still are hopefully searching it.

Among the worthwhile endeavors, deserving of the attention of the st will and brains in the industry, e such matters as the develop-nt of business improvement pro-ams for the benefit of the box ce, the determined aid of all to COMPO campaign for further deral admissions tax relief as it campaign reaches its crucial ge, and certainly a new attempt ered upon in sincerity and good l to inaugurate at least a trial n of industry arbitration.

•

The benefits of box office stimula-n and tax relief are self-evident. e benefits to be attained by ar-ration of complaints are best wn to those with valid griev-es and no tribunal before which place them.

There is much that can be done the industry, and within the in-try. The farther afield we go the chance is there of achieving thing worthwhile.

French Plan Promotion Program

Will Bolster U.S. Distribution With 12 Films of Top Calibre: Maternati

By LESTER DINOFF

The French motion picture industry will launch a program in the U.S. market whereby its top acting, directorial and production talents would attain much broader recognition by American audiences, according to Joseph Maternati, head of the French Film Office, in New York.

Maternati, who recently returned here from the Cannes Film Festival, also disclosed that "at least 12 French motion pictures will be released in the U. S. during the next 12 months, a majority of them by United Motion Picture Organization."

The French film executive, speaking mainly through his assistant Don

(*Continued on page 2*)

L.A. Judge May Head Anti-Trust Division

From THE DAILY Bureau

WASHINGTON, May 24. — Victor Hansen, a judge from the Los Angeles Superior Court, is reported to be in line to succeed Stanley N. Barnes as head of the Justice Department's anti-trust division.

Barnes himself came from the Los Angeles Superior Court, and reportedly recommended Hansen as his successor. Barnes has been confirmed as a judge of the Ninth Circuit Court of Appeals, but will probably remain in the anti-trust post until Congress quits.

Reportedly, Attorney General Brownell has okayed Hansen, whose name has been forwarded to the White House for a final once-over.

Tushinsky Pacts for 30 Foreign Pictures

From THE DAILY Bureau

HOLLYWOOD, May 24. — Contracts have been signed for 30 foreign films to be made within the next year in Superscope-235, it was announced at a press luncheon today by Joseph and Irving Tushinsky, on

(*Continued on page 6*)

REVIEW:

TRAPEZE

United Artists—CinemaScope

SKILLED performances make this a picture of which show business will approve as being completely satisfying, authentic and professional. The public will like it because it rings true as a story of circus life and loves, hates and passion, risks and rewards. "Trapeze" is certain to be cited for Academy Awards; it will stand as one of the best pictures of the year. If Sir Carol Reed had not been knighted previously, he would deserve the honor for results he has obtained with talent and material in this fine production.

Directorial credit is due because of the outstanding performances of three stars, and the fine atmospheric quality of the circus, which is completely convincing. Burt Lancaster has never had a finer role, and Tony Curtis qualifies as an aerial performer on the flying trapeze, which even old timers of the big top will applaud. There's little or no faking—even when Tony does the deadly "triple" somersault, with Lancaster as his "catcher" in midair—the most difficult trick in circus lore. The whole

(*Continued on page 6*)

MPA Group

Explores Five Methods to Aid U.S. Industry

Mulls Market Analysis, Ad and Press Campaign

Projects involving market analysis, industry advertising campaigns and improving relations with the press are among those being explored by the advertising-publicity committee of the Motion Picture Association of America.

The committee, now subdivided into subcommittees to explore various projects, will meet again on June 7 here.

At Wednesday's meeting of advertising and publicity directors, it reportedly was agreed to divide up the work of the committee into five general categories, with separate subcommittees assigned to each category. The subcommittees were charged with reporting back to the full committee with recommendations in two weeks.

The over-all intent of the committee's work is aimed at increasing attendance in U. S. motion picture theatres, at getting back "the stay-at-

(*Continued on page 6*)

Rep. Option Details May Be Disclosed By Cantor in N.Y.

The role which Cantor, Fitzgerald & Co. will hold in Republic Pictures if and when the Los Angeles banking house exercises its 60-day option on the purchase of Herbert J. Yates' stock may be outlined here next week by Gerald Cantor, president of Cantor, Fitzgerald.

Cantor was reported yesterday to have a tentative meeting scheduled with Yates in New York and that a press conference would be held if Cantor comes here. The broker was

(*Continued on page 2*)

HECHT and LANCASTER PRESENT
BURT LANCASTER TONY CURTIS GINA LOLLOBRIGIDA
TRAPEZE
RELEASED THRU UA IN CINEMASCOPE COLOR by DeLuxe

ADVERTISED IN THE JUNE ISSUE OF Redbook • More than 6,600,000 Primary Readers
THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

JOHN WAYNE and WARD BOND have returned to Hollywood following a personal appearance tour for C. V. Whitney's "The Searchers."

•

HARRY MICHALSON, formerly president of RKO Pathe, became a grandfather with the birth of a girl to MRS. HOWARD MICHALSON, his daughter-in-law.

•

CECIL B. DEMILLE became a great grandparent yesterday with the birth of a son in Santa Monica, Cal., to MRS. PETER CALVIN, whose husband is a DeMille grandson.

•

LILA BRANDES, secretary to ED LAVENBERG, of the United Artists sales department, has announced her engagement to ALFRED J. FAIT of New York.

•

CLIFFORD E. ALMY, head of Warner Brothers' interests in the Philippine Islands, has arrived in Hollywood from Manila.

•

LOUIS LOBER, general manager of the United Artists foreign department, has returned to New York from Central and South America.

•

SARAH CHURCHILL returned to London from New York yesterday via B.O.A.C.

•

ARTHUR SACHSON, general sales manager of Distributors Corp. of America, is in Pittsburgh from New York.

•

HOWARD STRICKLING, M-G-M studio publicity head, has returned to Hollywood from New York.

•

A. EDWARD SUTHERLAND, director, left here yesterday for London via B.O.A.C.

•

SOL C. SIEGEL will leave for the Coast today from New York.

Kling California To Make TV Films

HOLLYWOOD, May 24. — Kling Enterprises, Inc., president Robert Eirenberg, and North American Film Corp. partners Edgar B. Yuhl and Robert W. Larsen, today announced the merger of their companies in a new corporation to be called Kling California, Inc.

The new firm will take over the management of the Kling studios immediately, but the major function will be the production films for television.

Kirk Douglas Voted Year's 'Screen Dad'

Kirk Douglas, star of M-G-M's "Lust for Life," has been named Screen Father of the Year by the National Father's Day Committee, the award being bestowed upon the actor "who is well known as a dedicated and loving father in his home."

Maternati

(*Continued from page* 1)

LaBadie, said that his organization here is providing information about the motion picture industry in France "to everyone. We are also working very close with distributors of French product in promotion." Maternati said that his office and the distributors of French films are conferring frequently here in efforts to build a formula under which the French Film Office can aid in the distribution of films.

The head of the French Film Office said that he is also exploring the dubbing situation for French product and "this is not being overlooked as a means of promotion."

Tells of Cannes Talks

Maternati pointed out that while in Cannes, French industry people, among them being Jacques Flaud, Robert Cravenne and Raoul Ploquin, had met with a number of U. S. independent distributors, Walter Reade, Ilya Lopert, Charles Davis and Ed Harrison. He said that there were also conferences with representatives of the Motion Picture Export Association in Cannes and that the talks with both parties concerned ways and means of boosting French films in the American market.

Notaro Named Coast Zone Mgr. for SW

Harry M. Kalmine, vice-president and general manager of Stanley Warner Theatres, announced yesterday the appointment of Pat R. Notaro as West Coast zone manager. He succeeds Ben H. Wallerstein, deceased.

Notaro began his theatre career in the Warner theatre organization as an usher in the Warner Theatre, Pittsburgh, rising to chief usher, treasurer and assistant manager, with an interlude in the armed services. He managed theatres in Pittsburgh, Sharon, Elmira, Philadelphia and Havana, Cuba, and the Newark (N. J.) zone.

In 1952 he left Stanley Warner to become vice-president and general manager of the Roth Circuit in Washington. In February 1956 he went to the Coast as district manager and assistant to Ben Wallerstein.

Republic

(*Continued from page* 1)

in Chicago yesterday and was slated to go to Dallas from there and then return to the Coast, but a switch in plans was reported yesterday.

The reasons for Cantor, Fitzgerald's option on Yates' stock have not been disclosed, but it is believed in industry circles that the investment house is acting for another group. Cantor, Fitzgerald now owns approximately $2,000,000 of Republic debentures. A name closely linked with the deal is Hans Dittisheim, an associate of Cantor and active in the operations of Butler Brothers.

Some Sources Skeptical

Some Wall Street sources yesterday were not overly optimistic that Cantor, Fitzgerald would exercise its option on the Yates shares. The option calls for purchase of a minimum of 650,000 shares and a maximum of 800,000 shares from Yates and associates at $12.50 per share. The Yates' holdings represent effective working control of Republic Pictures.

Financial sources indicated a belief yesterday that the Republic shares would not convey ownership of Consolidated Film Laboratory, a division of Republic, to the purchasers of the Yates' stock, because the laboratory company has no outstanding stock. However, its control would remain with Republic.

Yates could not be reached for comment.

'King and I' Debut For Benefit of PAL

The world premiere of "The King and I," 20th Century-Fox's second production in CinemaScope 55, will be a benefit performance for the Police Athletic League, it was announced by Spyros P. Skouras, president. The Darryl F. Zanuck presentation is scheduled to debut in New York at the Roxy Theatre on June 28.

All proceeds from the premiere of "The King and I" will go to PAL, which is on the front line in combating juvenile delinquency, with James B. Nolan, Deputy Police Commissioner as its director, and Aloysius J. Melia, Deputy Commissioner in Charge of Juvenile Aid, as its president.

Television, radio, newsreels and a battery of still cameramen will cover the Roxy premiere.

Guy Kibbee Dead

Guy Kibbee, veteran film and stage actor, died yesterday at the Percy Williams Home of the Actors Fund at East Islip, L. I. Services for Kibbee, 70, will be held at 9:30 A.M. tomorrow at St. Malachy's Church Actor's Chapel.

Yates Confirms What Board Knows

Film circles here yesterday repeated with relish the following account of Wednesday's meeting of the Republic Pictures board of directors, presided over by H. J. Yates, company president.

As the meeting continued and the afternoon wore away, directors' curiosity grew and grew as no mention was made by Yates of the option to purchase his controlling interest in the company which he had granted to Cantor, Fitzgerald & Co., Coast investment firm. Some had thought the meeting had been called to inform them of the details, since both the trade and the financial district were rife with rumors of what had taken place.

'You'll Learn of It Tomorrow'

But the meeting drew to its close with no mention whatever of the option. Only after it was adjourned did Yates, according to the account of the incident being told in the trade, mention the option conversationally. Even then, it was said, he limited his remarks to confirmation of the reports of the option, explaining "You'll learn of it tomorrow, anyhow."

Some of the directors reached for comment admitted they had no "inside" information as a result of the Wednesday board meeting.

MMPTA Pledges Hospital Collection

The board of directors of the Metropolitan Motion Picture Theatres Association, at is meeting here yesterday, unanimously approved the audience collection drive for the Will Rogers Memorial Hospital Fund, beginning on July 6 in over 250 member-theatres.

AMPP Diplomat Host

HOLLYWOOD, May 24. — The Association of Motion Picture Producers will honor Henry de Torrente, Swiss minister to United States, tomorrow at a luncheon to be given at the Paramount studio with all AMPP companies represented.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BHOWANI JUNCTION"
starring
Ava GARDNER . Stewart GRANGER
in CinemaScope and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Remittance Formula For Earnings to U.S. Is Changed by Japan

Special to THE DAILY

TOKYO, May 16 (By Air Mail).—Japan will import 164 movies in 1956, but will adopt a new formula for remittances of earnings to America and European countries, the government has announced.

America, designated as a "global area," will be allowed, 122 while European countries, designated as "non-dollar areas," will be allowed 42. In addition, 8 films, two more than 1955, will be allowed as bonuses for bringing in "superior" films and 15 will be allotted to Japanese companies whose export films have made money abroad.

Fixed Ratio Provided

Remittances in the case of films contracted for under a commission system will be determined by applying a fixed ratio based on the distribution proceeds collected each month. If the earning ratio of the foreign firm is 60%, the remittance rate is 25%. If it exceeds 60%, the remittance rate will be 22%. This ratio may be altered at any time by the government.

In case of films contracted for under a fixed amount, the necessary foreign exchange to be remitted will be allocated simultaneously with approval for import. A ceiling, however, will be placed on the contract price for all such films in general and contracts exceeding the limit will not be approved.

$9,000,000 Allocated

As for yen already accumulated in Japan—since the balance of earnings derived by foreign film companies under the commission system after remittance must be deposited in a Japanese blocked account—the government has indicated that it has allocated about $9 million to be used during the year for this purpose.

Hughes in L.A. Today For Olympic Parleys

LOS ANGELES, May 24.—The subject of newsreel coverage of the November Olympic Games in Melbourne, Australia, is expected to be introduced at a press conference here tomorrow following the arrival of William K. Hughes, Olympic committee chairman, from Melbourne.

To date, Hughes and the committee have remained hostile to the views of domestic newsreel agencies, particularly those furnishing film to TV stations, which have asked that they be permitted to film the games by themselves and thus avoid the paying of film rights to the committee. Hughes will leave for Washington on Sunday and will continue on to New York later next week, when he will meet with representatives of the agencies furnishing TV news film. Attending the meeting will be delegates from CBS, NBC, INS-Telenews and United Press-Movietone News.

Producer Jerry Winters Says

India Eyes U.S. As Market For Its Film Productions

By JACK EDEN

The possibility of American distribution of India film product, which has yet to receive the impetus suggested three years ago when a reciprocal agreement between India and the U. S. was signed, was raised here yesterday by producer Jerry Winters, who declared that Indian films could be marketable here provided they were tuned to the box-office demand.

Stopping in India for two weeks as part of his around-the-world tour, Winters said that India, recognized as being the second largest film production country in the world, might well provide domestic distributors with a new brand of product that could sell as well as those from France, Italy and Britain. He emphasized the recognition given to Indian films, particularly those directed by Raj Kapoor, who owns the R. K. Studios at Bombay.

Kapoor Versatile

Kapoor's industrial achievements have been many, Winters added, and his ability to direct, star in the film and even write the screenplay or story has aroused the interest of industry officials who have visited the nation. It was Winters' conviction that, if Kapoor's product were altered sufficiently to appeal to the U. S. theatre patron, he would rank beside France's Fernandel and Britain's Alec Guinness in appeal.

With regard to possible distribution of India product here, Winters said a reciprocal agreement was signed between India and the U. S. in 1953 but that it has only been a one-way response—distribution of U. S. product in India.

Winters declared that U. S. films, released there with sub-titles, have a large following and that this fact has led to an increase of American films there. India spurs distribution of U. S. product, he added, because the India government permits American studios to take out as much as 75 per cent of the gross.

While there has been practically no screening of Indian films in the U. S., Winters noted that the Indian productions have been most welcome in Russia and particularly in those areas which border on India. Likewise, Russian films have been imported in Bombay and Calcutta, but not to the degree that U. S. productions are distributed.

It was Winters' belief that the lack of Indian films here might prove to be an exploitation factor if and when the product were imported.

Says Following Is Large

"Kapoor product stands out as the most eligible of those in the Indian industry which would be profitable at the U. S. box office," he added. "He is well educated, considers himself a Westerner, speaks English fluently with an Oxford accent and has many of the mannerisms seen on the screen in the era of Charley Chaplin. He has a tremendous following in India and this could be turned around in the opposite direction and to the U. S. if exhibitors would recognize his talents and appeal."

Frenchmen's View

Urge Nations To Make Own History Films

By HENRY KAHN

PARIS, May 18 (By Air Mail).—Production rights to stories of great national historical subjects should be vested in producers of the nation concerned, French delegates to a meeting here of 60 film directors from some 30 countries advocated.

For instance, only United States interests should film the life of Abraham Lincoln, and only French interests the life of Joan of Arc.

While the idea was accepted in principle, no decision was reached concerning the handling of subjects which are international, such as the English author Charles Dickens' story of the French Revolution, "A Tale of Two Cities."

Wants Purchased Stories Used

The meeting also heard complaints that U. S. producers sometimes bought film rights to certain European authors' works, and then made no use of them. Meanwhile, producers in other countries who wanted to make use of such works were unable to do so.

The directors on the whole showed no liking for co-production. They voiced their opposition to censorship and favored international exchange of production ideas and visits to each other's production centers.

Among those present were Preston Sturges, Otto Preminger, King Vidor, Rene Clair, Roberto Rosselini and Vittorio de Sica.

Jack Warner Cited As 'Man of Year'

HOLLYWOOD, May 24.—Jack L. Warner received the "Man of the Year in World Trade" award of the Los Angeles Chamber of Commerce here today at the organization's annual World Trade Luncheon.

Presented with a bronze plaque, Warner was cited for his contributions to world trade and international understanding through motion pictures. The award highlighted the chamber's national trade week celebration. Walter Williams, Undersecretary of Commerce, was the principal speaker and described America's policy in furthering the cause of world trade.

Republic Dividend

A regular dividend of 25 cents per share on preferred stock, payable July 2 to stockholders of record on June 11 was declared Wednesday by the board of directors of Republic Pictures Corp.

Realign the Ad Staff Of Loew's Theatres

A realignment in the responsibilities of the staff of Loew's Theatres home office advertising-publicity department has been announced by Joseph R. Vogel, president. James Shanahan has been named assistant to Ernie Emerling, Loew ad head. Ted Arnow will supervise promotional activities for Loew's Theatres in New York, including contacts with the metropolitan daily and weekly papers and other chores formerly handled by the late Carl Fishman. Russ Grant will be in charge of all publicity and advertising for Loew's Theatres outside of the Greater New York area.

Paula Gould, Capitol Theatre p.a., also will handle publicity for Loew's New Jersey theatres and the Metropolitan, Brooklyn. Ann Bontempo will continue as radio-TV contact as well as executing special assignments. Robert Zanger will handle special promotions for the N. Y. neighborhood theatres.

'Trapeze' Contest Offered to Showmen

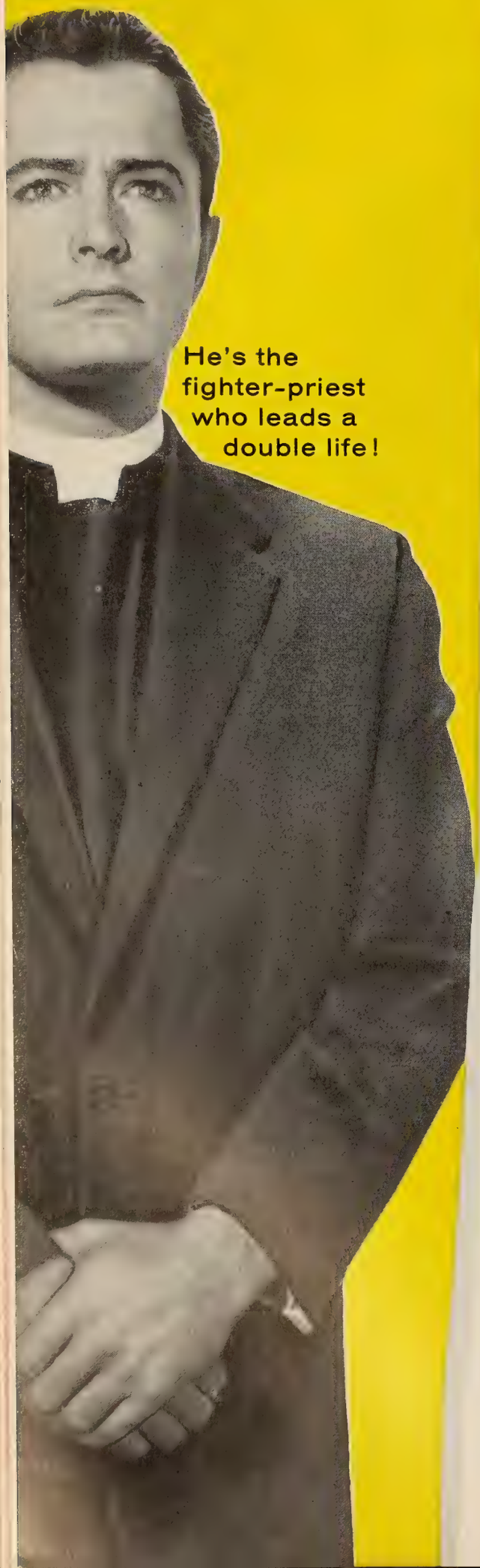
A total of $5,000 in U. S. Savings Bonds will be awarded to theatre managers staging the best promotion campaigns of the "Miss Exquisite Form" contest in conjunction with the showing of the Hecht-Lancaster production of "Trapeze."

The Exquisite Form Bra Co. is cosponsoring the contest with United Artists, which is releasing the CinemaScope film.

The film's world premiere is scheduled for Tuesday in Los Angeles, while a June 4 date has been set for its initial showing in New York at the Capitol Theatre.

S.E.G. to Meet Sunday

HOLLYWOOD, May 24. — The Screen Extras Guild will hold its annual membership meeting Sunday night at Academy Theatre, with SEG president Richard H. Gordon delivering a complete report on negotiations with the Association of Motion Picture Producers and the Alliance of Television Film Producers for a new contract.



He's the fighter-priest who leads a double life!

NOT SINCE "GOING MY WAY" HAS A PICTURE WITH SUCH WARM APPEAL COME YOUR BOXOFFICE WAY!



He's in there after a prize worth fighting for!



Paramount presents

PAUL DOUGLAS · JOHN DEREK

THE LEAT

ERNEST TRUEX

with RICKY VERA · Produced by NORMAN RETCHIN · Dire AL

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

Ask your Paramount branch manager to screen for you this truly terrific attraction that the whole family will love! Keep your eye on the business at its World Premiere Engagement at New York's Globe Theatre. You'll be glad you had the foresight to grab yourself an early summer date!



JODY
LAWRANCE · CESAR ROMERO



HER SAINT

ring
RICHARD SHANNON

Story and Screenplay by
NZER · NORMAN RETCHIN and ALVIN GENZER

Paramount Pictures



Tushinsky

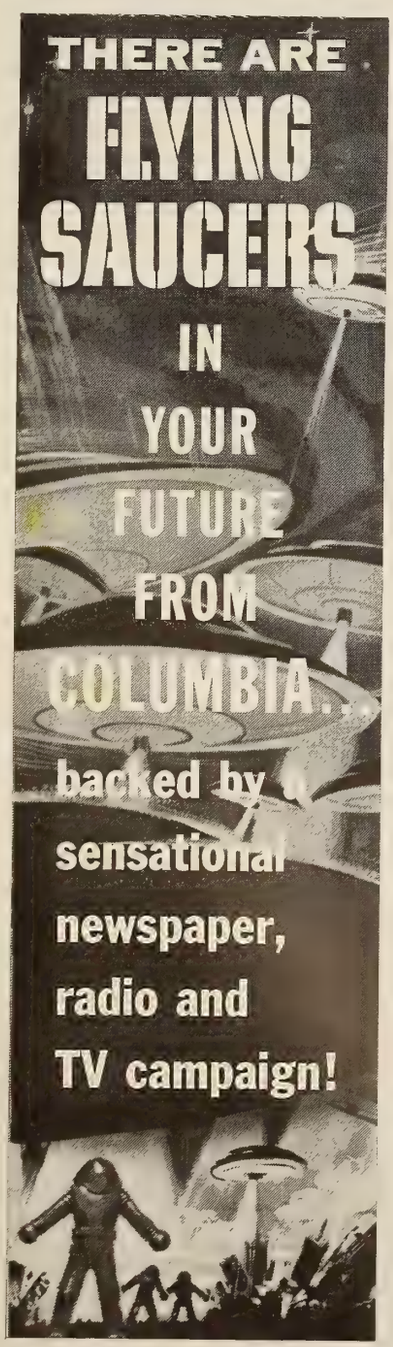
(*Continued from page 1*)
their return from a six-week trip to Europe, where they instituted arrangements for the new Superscope-235 anamorphic printing process.

Tushinsky established branch representation in all the major Continental capitals, and arranged with Technicolor, Ltd., London, to serve as laboratory for all Superscope color printing for European producers.

Sales Heads Meet Today

Methods of streamlining distribution will be discussed here today at a meeting of the sales managers committee of the Motion Picture Association of America.

The group also will consider the advisability of hiring an outside business management consultant firm to make an over-all analysis of the industry's distribution organization.



REVIEWS:

The Proud Ones

20th Century-Fox—CinemaScope

THIS CLASS "A" western joins the ranks of important ones like "High Noon" and "Shane"; and has a stature to encourage theatre-going habit. A get-behind-it campaign is bound to pay off at the box office for exhibitors everywhere.

Robert Ryan tops every role he's ever had, dominating most of the footage with an ardent portrayal of a righteous, "trigger-mindful" marshal. Jeffrey Hunter is likewise afforded the opportunity to satisfy customers with a sensitive interpretation of a youth determined to avenge the alleged cold-blooded murder of his father.

In addition to Ryan and Hunter, and Virginia Mayo, co-starred as Ryan's sweetheart, the film can boast of top-drawer character performances by Robert Middleton, Walter Brennan and Arthur O'Connell.

Producer Robert Jacks can be proud of the quality of his production. Lucien Ballard's sharp focus CinemaScope photography is evident throughout, while Robert Webb's direction of the Edmund North-Joseph Patracca screenplay is exciting throughout.

The screenplay, based on a novel by Verne Athanas, establishes Robert Ryan as a peace-loving marshal, whose small frontier Kansas town gets a taste of boom town excitement on the arrival of the first herd of cattle from Texas.

Ryan is faced with two problems—getting rid of John Middleton, a former enemy of his from another Kansas town, who establishes a dishonest gambling beachhead in booming community; and convincing Jeffrey Hunter that his father was a gunslinging henchman for Middleton, armed at the time he was forced to kill him.

Ryan solves both after much gunplay, and exposes Middleton's unruly aims and responsibility for the murders to the town's councilmen. Hunter, who joined Ryan as a deputy, becomes marshal after proving his ability with a gun in doing away with Middleton.

Running time, 94 minutes. General classification. Release in May.

SAMUEL D. BERNS

Trapeze

(CONTINUED FROM PAGE 1)

story is of the young American acrobat, and the old circus aerialist, now broken in a fall, and how they meet and finally do the trick again, as a climax of mixed emotions, love tangles, circus psychology and thrills.

Gina Lollobrigida in the past has been aimed at the "little art theatre," and in films that were frankly "sexsational"—here she wins major honors in a film that is clearly defined for purely American audiences, in any theatre, large or small. She speaks with a slight accent, which only adds to her visible assets and her ability as an actress. In moments of temper, she uses a torrent of Italian, but it only increases the illusion of perfection in her acting. Signorina Lollobrigida may thank Sir Carol, the Messrs. Hecht-Lancaster, and Susan Productions, Inc., whoever they may be, for her first and best chance in the world market.

The rest of the cast is perfection itself, throughout, from the highest to the lowest brackets. Circus folks all over the world will recognize their fellows, in familiar settings. By putting the story in a Parisian setting, the producers have given an added note of authenticity.

No better argument could be found for production abroad than this treatment of "Trapeze"—with even John Ringling North as a character in the cast, and mention of "the Garden" merely something held over as a denouement and a sequel to the dramatic action of the story. Fine color, fine photography, fine backgrounds of old Paris, the typical French circus with its familiarity and flavor—all these combine with great skills, great talents, great production value, to create a picture that will delight audiences as it will the true "show folks" of the circus, around the world. Circus stars speak of themselves as "performers"—this is truly a "performance" of the highest calibre, with dramatic quality to wring your heart.

Perhaps this is the best picture of the year. It rings true, in circus talk and legend, and in accordance with the strict codes of back-stage, the lot and on tour with the traveling shows.

Running time, 105 minutes. General classification. Release in June.

WALTER BROOKS

MPA Group

(*Continued from page 1*)
homes," the women, and the childre weaned on television.

In the press relations project, on recommendation was to underwrit visits of motion picture critics an editors to Hollywood, where the would gain on insight into productio problems and become more familia with the industry, it was state Many film executives often have ex pressed their dissatisfaction with th press coverage of Hollywood develop ments, it was pointed out, comparin the press coverage devoted to motio pictures in many newspapers to tha given to television.

Separate Group Formed

On the broad problem of marke research, members at the meetin were said to have expressed a desir for some basic information whic could guide them in an advertisin campaign. A separate subcommitte was said to have been set up t explore that possibility.

Another subcommittee will investi gate the possibility, the desirabilit and the costs of launching industry advertising campaigns, perhaps o the scale of the "Movietime, U.S.A." campaign.

Each subcommittee was said t consist of a chairman and one or tw members. The broad general cate gories of the remaining two project could not be ascertained.

Clarification Likely

One advertising-publicity execu tive, in commenting on the work o the group, said that the committee may not come up with the definitiv answers to problems, but the commit tee's work should be helpful in clari fying some of the problems.

Atlas Holders Okay Merger with RKO

Stockholders of Atlas Corp. yester day approved a merger with RKO Pictures Corp. and four other compa nies and approved conversion of present Atlas common into four shares of the new common as part of the plan.

Floyd B. Odlum, who presided at the meeting, said stockholders of the other four companies involved ap proved the merger yesterday. These are Airfleets, Inc., Albuquerque Asso ciated Oil Co., San Diego Corp., and Wasatch Corp.

RKO stockholders meet tomorrow to vote on the proposal and it was stated at the Atlas meeting that there are sufficient proxies to exceed the necessary two-thirds majority to effect the merger.

Atlas stockholders re-elected the present directors and also enlarged the board, effective on the date of the merger, May 31. David G. Baird of Baird & Co., member of the N. Y. Stock Exchange; Sid W. Richardsen, Texas oil producer, and Robert L. Stearns, former president of the Uni versity of Colorado, will become directors.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 103 NEW YORK, U. S. A., MONDAY, MAY 28, 1956 TEN CENTS

...sues Warning

...ays 'Hysteria' ...n Industry ...nwarranted

...es Theatrical Films ...n Sound Foundation

There is no reason for the current ...steria" in the motion picture busi...s, according to a top executive of ...ajor film company, who took note the charged atmosphere in the ...le today.

Asking not to be identified, the of...al maintained that the motion pic...e business remains a profitable one ...l will continue to be so if all seg...nts of the industry keep their feet the ground. It is a time to retain

(*Continued on page* 11)

...KO-Atlas ...erger Set

The merging of RKO Pictures ...rp. and four other companies with ...l into Atlas Corp., approved by ...re than 90 per cent of the RKO ...ckholders at a special meeting Fri... at Dover, Del., is expected later ...s week, probably on Thursday.

... Miller Walker, vice-president ...l general counsel of RKO Pictures, ...l the merger, approved last week Atlas stockholders, calls for the ...version of present Atlas common ...ck into four shares of the new ...mmon as part of the plan.

...uPont Cronar Film ...vailable This Fall; ... Lighter, Stronger

The polyester film base called ...ronar," developed by E. I. duPont Nemours & Co., is to be made ...ilable for motion picture negatives ...l prints this fall, it was disclosed ...terday by J. B. Woodson of du...t's home plant in Wilmington, ...l. "Cronar" film stock is now in ...oduction at the company's plant in ...lin, N. J., on a small scale.

He said that no price increase is

(*Continued on page* 11)

Television Today

IN THIS ISSUE **PAGE 7**

- **Spotlighting the news—Diverse announcements from the networks concerning their programming schedules for the summer and fall; in Washington an important decision by the Supreme Court.**
- **Passing in Review—The week's highlights in shows.**
- **Who's Where—in Television Today.**

Wolfson Reports on Tour

Product With Universal Appeal Will Increase Global Box Office Returns

By LESTER DINOFF

Product—quantity and quality—is the only answer to exhibition's concern over the declining box office, Mitchell Wolfson, co-owner of Wometco Theatres, declared here at the weekend upon his return from a two-month world tour.

Wolfson, a past president of Theatre Owners of America, asserted that "more quality product with universal appeal would increase attendance and the box office take in the foreign as well as domestic market."

The motion picture business "in the many countries which I visited with my family on this trip is terrific," Wolfson said, adding that the morale of industry people, Universal-International, to name one company, "is very

(*Continued on page* 11)

USIA Fund Boosted; Cinerama Plan Is Out

From THE DAILY Bureau

WASHINGTON, May 27.—The U. S. Information Agency will operate on a greatly expanded budget during the coming year, but will not be allowed to put into effect its proposed "Floating Cinerama" project.

This became clear on Friday as the

(*Continued on page* 10)

REVIEW:

The Eddy Duchin Story

Columbia—CinemaScope

COLUMBIA HAS A WINNER in "The Eddy Duchin Story." It is a picture with wide and lasting appeal, certain to be popular with women and, at the same time, suitable for all members of the family. It is a charming, frequently moving romance of the poor-boy-wins-rich-girl kind, its fairy tale quality all the more compelling because in all essentials its story is based upon actual happenings in the lives of the well known and well remembered principals.

It has tragic overtones and many highly emotional turns which will afford the feminine trade some luxurious weeping. It has memorable performances by Tyrone Power, as Duchin, and Kim Novak as Marjorie Oelrichs, his society bride who dies with the birth of their first child. It has two engaging newcomers, Victoria Shaw, a young Australian,

(*Continued on page* 10)

MPA Meeting

Sales Chiefs Mull Proposed Survey of B.O.

Montague, Altschuler Appointed as Liaisons

The advisability of conducting an all-embracing survey, designed to examine ways and means to boost the box office take of the nation's theatres, will be considered by representatives of the film company presidents.

This was learned following Friday's meeting here of sales managers at Motion Picture Association of America headquarters.

The MPAA sales managers committee was said to have explored the possibility of instituting a credit plan for theatre-goers as one method of

(*Continued on page* 10)

NBC Hits Film Syndicators

From THE DAILY Bureau

WASHINGTON, May 27.—A charge that a group of film syndicators is steamrolling an attack against network television, which might turn back the pages of TV progress some 40 years or more was hurled by the National Broadcasting Co. in a 40-page report to the Senate Interstate and Foreign Commerce Committee.

In response to a request by Sena-

(*Continued on page* 10)

Cantor Group Will Start Audit of Rep. Books and Records

Further discussions concerning the acquisition by Cantor, Fitzgerald & Co., of the working control of Republic Pictures will take place in Hollywood this week between B. Gerald Cantor, president of the banking investment group, and Republic president and board chairman Herbert J. Yates, it was reported.

According to a representative of

(*Continued on page* 11)

PERSONAL MENTION

GEORGE WELTNER, Paramount worldwide sales head, and JERRY PICKMAN, advertising-publicity vice-president, returned to New York over the weekend from Toronto.

•

ARTHUR L. MAYER, promotion consultant to Paramount on "War and Peace," will leave New York today for Indianapolis, St. Louis and Kansas City.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, is convalescing at home here following treatment at Mt. Sinai Hospital.

•

WALTER BRANSON, RKO Radio vice-president in charge of worldwide distribution, will return to New York today from London.

•

DOUGLAS GRANVILLE, Universal-International home office representative in Great Britain, has left here for London via B.O.A.C.

•

SAM GALANTY, Columbia Pictures Mid-East division manager in Washington, will leave here today for Cleveland and Pittsburgh.

•

SAM KATZMAN, producer; FRED F. SEARS, director, and WILLARD SHELDON, his assistant, will arrive here today from the Coast.

•

WILLIAM PIZOR, distributor, and his son, IRWIN, left New York on Friday aboard the "United States" for Europe.

Col. Signs Block As Story Advisor

Bertram Block, who recently resigned as eastern story editor of 20th Century-Fox, will become associated in an advisory capacity with the Columbia Pictures eastern story department, it was announced over the weekend by Harry Cohn, Columbia president.

Block is currently collaborating with his wife, Edythe Latham, on the writing of a play, as well as on production plans for other theatrical enterprises. His association with the Columbia story department will be on an advisory and consultative basis.

Nat Blank, 61

CHICAGO, Ill., May 27. — Nat Blank, district manager for Indiana-Illinois Theatres here, died of a heart attack. He was 61 years of age. He is survived by his wife and five children.

N.J. Allied Opens Annual Convention At Kiamesha Lake

Special to THE DAILY

KIAMESHA LAKE, N. Y., May 27. —The decline of theatre business plus ways and means to bolster trade will be thoroughly discussed at the 37th annual convention of Allied Theatre Owners of New Jersey which got underway at the Concord Hotel here today.

The agenda of the three-day meeting is highlighted by such reports and discussions as the Senate Small Business sub-committee hearings, the national Allied board of directors' meeting and the Emergency Defense Committee hearings, and plans to expand the use of kiddie shows in New Jersey exhibition.

The ATONJ membership, in its business meetings, also will elect officers for the coming year, and hear reports by its committees. Committees are to render reports on the use of film clips on television, the results of the ATONJ questionnaire on theatre operations, plus the survey of the New Jersey clearance situation.

The schedule of events for the ATONJ meeting will start this evening with the president's cocktail party and to be followed tomorrow with the association's golf tournament and business meeting. On Tuesday, a closed meeting is scheduled in which officers will be elected, followed by a general forum.

Military and Society To Guest at 'D' Bow

Top-ranking military officers and war correspondents will join tomorrow night with celebrities of the entertainment and social world in welcoming "D-Day, the Sixth of June" in a gala performance at the Roxy Theatre here. Dana Wynter, one of the stars of the 20th Century-Fox CinemaScope production will be among those present.

The arrival of guests at the theatre will be covered by still and newsreel cameramen and many will be interviewed for the Armed Forces Radio Service, which will broadcast highlights to Europe, Asia and the Near East.

Schachtel Named AA Adv. Business Mgr.

Jack Schachtel, since last February a member of Allied Artists' cooperative advertising staff, has been named business manager of the company's home office advertising department, Martin S. Davis, AA Eastern ad-pub director, announced.

Schachtel's duties will include supervision of national budget control as well as cooperative ad expenditures.

Senate Unit to FTC: Watch TV 'Bait' Ads

WASHINGTON, May 27. — The Senate Appropriations Committee has told the Federal Trade Commission to keep a closer eye on "bait advertising" on radio and television.

This is the type of ad where bargains are offered to lure customers into a store and then efforts are made to sell them other, more expensive merchandise.

The committee voted to give the FTC $5,500,000 to operate on in the coming year, $100,000 more than the House had voted and $900,000 more than the agency had this year. It said some of the extra money should be used to monitor bait advertising more closely.

Pesce Asst. Director Of State Film Unit

ALBANY, May 27.—The new position of assistant director in the motion picture division of the State Education Department will be filled by Louis M. Pesce, for five years a reviewer. His appointment, effective on June 7, is the result of a recent competitive test within the licensing division.

The post, created to promote administrative efficiency, followed abolition of two jobs, head reviewer and supervising inspector. The present acting director of the division, Helen L. Kellogg, had been assistant director, although not on a permanent basis.

Pesce, who served with the armed forces during World War II, starts at $6,890 annually. The maximum, in five years, is $8,370.

Another appointment effective June 7 is that of John Bartnick as motion picture inspector in the Syracuse area.

Whitneys to Be Hosts At 'Searchers' Party

C. V. Whitney, president of C. V. Whitney, Inc., whose first production, "The Searchers," will open here Wednesday at the Criterion Theatre, and Mrs. Whitney, will be hosts that night at a special theatre party at the 7:15 Criterion performance to a large group of celebrities headed by Mayor Robert A. Wagner, Joe Di Maggio, Arthur Godfrey, Thomas A. Watson, Sr., Doris Duke and Mr. and Mrs. Vincent Astor.

Host Hepburn, Ferrer

Paramount Pictures will be host at a cocktail party at the Hotel Pierre here tomorrow for Audrey Hepburn and Mel Ferrer, who recently finished work in "War and Peace" for the company. Miss Hepburn is en route from Hollywood to Paris to complete work in "Funny Face."

AA Has 17-Film Backlog, Marking All-Time Record

From THE DAILY Bureau

HOLLYWOOD, May 27.—Markin an all-time backlog high for the com pany, Allied Artists has 17 filr awaiting release, according to exec tive producer Walter Mirisch, wl said three other films currently a before the cameras. Included in t backlog is William Wyler's "Friend Persuasion."

Now being filmed are "Notre Dar of Paris," on location in France, sta ring Gina Lollobrigida and Antho Quinn; "The Oklahoman," with J McCrea, and "The Cruel Towe with John Ericson.

Besides Wyler's film, other pictur awaiting release are "The Fi Texan," "Strange Intruder," "Ho Back the Night," "Three for Jam Dawn," "Navy Wife," "Cany River," "Magnificent Roughneck "The Young Guns," "Yaqui Drum "Chasing Trouble," "The Nak Hills," "No Place to Hide," "King the Coral Seas," and three Bill Elli starring films.

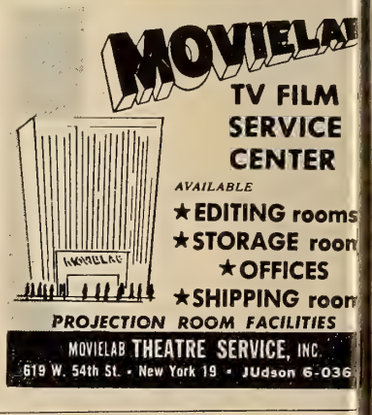
Todon Names Setto British Films Head

HOLLYWOOD, May 27. — Ma well Setton, former president Mayflower Pictures Corp., has be named executive in charge of British productions for the Todon C by Tony Owen and Donna Ree owners of the Todon firm.

Setton, also a former director the legal department of the J. Arth Rank Organisation, will superv "The Nylon Web," first of six Tod films to be released by Columb The production goes before the ca eras this summer.

Mrs. W. H. Kane Dead

Funeral services will be held La Grange, Ill., today for Mrs. W. Kane, mother of Sherwin Kane, edi of MOTION PICTURE DAILY, who di May 25 following a lengthy illne She was 84 years old.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,



SOON...

YOUR RICHEST



to MORE THAN YOUR EYES
HAVE EVER SEEN, we now add
MORE THAN YOUR HEART
HAS EVER KNOWN!

EXPERIENCE!

IN THE COMPLETE GRANDEUR OF

CINEMASCOPE® 55

from 20th CENTURY-FOX starring

DEBORAH KERR YUL BRYNNER

with

RITA MORENO · MARTIN BENSON · REX THOMPSON

Produced by CHARLES BRACKETT · Directed by WALTER LANG · Screenplay by ERNEST LEHMAN

Music by RICHARD RODGERS and Book and Lyrics by OSCAR HAMMERSTEIN II · Choreography by JEROME ROBBINS

From their musical play based on "Anna And The King Of Siam" by Margaret Landon

Nation-wide favorite...

UNITED DC-7 NONSTOPS TO CALIFORNIA!

UNITED AIR LINES



Four DC-7 nonstops daily—world's fastest airliners—to Los Angeles and San Francisco. More nonstops to California than any other airline! Topnotch luxury service all the way with delicious meals, buffet snacks and a choice of cocktails, and a smart club lounge. Your luggage is delivered extra-fast on arrival, too... another United DC-7 exclusive. Try it on your next trip.

"The New Yorker" To San Francisco—
leave 9 a.m. or 1 p.m.
"The Hollywood" To Los Angeles—
leave 12 noon or 12:30 a.m.

Contact your nearest United ticket office or call an authorized travel agent.

local times quoted

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

More on the Game of Musical Chairs

▶ **Television programming can be like a game of musical chairs—there are just so many time spots into which just so many programs can be slipped. Some are bound to be left over. The following are resumes of reports received in the course of last week on ABC, CBS and NBC. They are subject to change.**

ABC-TV: A new Thursday evening, full length motion picture series, The Hour Glass, which will have its premiere June 21, 8-9 P.M., EDT, with "The Lady Vanishes," previously scheduled for but never shown on the same network's Afternoon Film Festival (and reportedly withdrawn because of the poor condition of its sound track). Bold Journey, a true-life travel series of "adventuresome people who felt the lure of far away places" and conveniently recorded their travels on film. Ralston-Purina is sponsor of the half-hour series to have its premiere July 16, 7:30 P.M., EDT. In October, Ford Theatre moves to ABC from NBC, and will be seen Wednesdays 9:30-10 P.M. Sponsorwise, the Lamp Division and the Housewares and Radio Receivers Division of General Electric have signed to underwrite Warner Brothers Presents on the alternate weeks during the 1956-57 season when the "Cheyenne" segments are presented.

CBS-TV: Jackie Gleason returns to the air in a live, full-hour series starting Saturday, September 29, with Old Gold cigarettes and Bulova Watch Company, as the sponsors, footing the $10,000,000 bill for the season. The format will be similar to that which made him famous: monologue, music, sketches and the June Taylor dancers carrying on the heritage of Busby Berkeley. See It Now, seen now on an irregular basis, will be seen next Fall at 5 P.M. the first Sunday every month, starting October 7. Shows will be 60 minutes long, with occasional 90-minute productions. Quaker Oats has signed to sponsor the network's two-hour coverage of the Tournament of Roses Parade January 1.

NBC-TV: A new, live, half-hour comedy series, Stanley, starring Buddy Hackett and produced by Max Liebman, will be seen three Monday nights out of four 8:30-9 P.M., starting September 24; Pall Mall and Helene Curtis will sponsor. Sid Caesar will be taking his Hour to Saturday night, 9 to 10 P.M., beginning in the Fall. Jack Carson will star in a half-hour film series, Johnny Came Lately, to be seen three Friday nights out of four and sponsored by P. Lorillard. The fourth Friday each month will be dominated by the new series of spectaculars, produced on a rotating basis by Worthington Miner, Max Liebman and Fred Coe.

P.S.: Ed Sullivan of CBS-TV plans to celebrate the eighth anniversary of his Sunday night show June 24 with an especially strong lineup of talent including Kate Smith and Teresa Brewer. What makes the item interesting is that June 24 has been the date mentioned for the premiere of NBC-TV's new Steve Allen Show, designed by that network as the show to knock off Ed Sullivan. Business with the rating bureaus will be picking up.

Week in Washington

▶ The week in Washington was highlighted by the Supreme Court's decision, announced Monday, which upheld the right of the Federal Communications Commission to limit the number of radio and television stations that can be owned and operated by one person or company. A seven to two decision overturned a contrary ruling of the Court of Appeals for the District of Columbia. Storer Broadcasting Company, which initiated the action, had applied for a sixth TV station in Miami. The case now goes back to the Appeals Court for consideration of other Storer objections to terms of multiple ownership rules not covered in the Supreme Court's decision. For one thing, Storer objects to the FCC idea that ownership of even one per cent of the stock constitutes ownership of a station. Meanwhile, at the FCC, it was announced that starting July 2 the Commission will permit construction of "translator" TV stations to rebroadcast signals from metropolitan areas to isolated areas. This may well bring, at long last, a thorough re-evaluation of the entire community antenna situation.

Back to Chicago

▶ Chicago, described in a famous madrigal of the twenties as a "toddling town," and in the early days of television the birthplace of many of today's stars and formats, may once again become the site of influential TV creation. NBC-TV, which in April converted its Chicago outlet, WNBQ, to color, announced last week that it was inaugurating a campaign for the development of new children's programs and that the experimental laboratory will be Chicago. Dr. Frances Horwich, whose award-winning Ding Dong School came out of Chicago, will be in charge of the campaign in her capacity as supervisor of children's programs for NBC.

Writers May Walk

▶ Members of the Writers Guild of America, East and West, have voted to strike against the major networks by next Monday unless a satisfactory working agreement on film television has been reached by then. The guild is insisting that it get the same protection for network TV film writers as granted them in contracts made with major studios and the Alliance of Television Film Pro-

(Continued on page 9, col. 2)

In Our View

THE current sports world excitement engendered by the recent retirement of Rocky Marciano, world's heavyweight champion, and the socalled elimination bouts now starting to find a successor, are indicative of a rather unique function served by television which could well do with a mite of industry exploiting.

As it develops, with the preliminary bouts now and then, the elimination fights which will follow in normal succession, since the promoters are hardly likely to overlook such a handsome opportunity, these contests will come to be practically a continued, series type of television program. With suspense inherent in every fight, with the end result manifestly unknown, the TV audience will be drawn continually to its collective television set as each program comes up. It should never be forgotten that the sports fans in this country are legion, that they take their sports most seriously, and that TV has become the prime provider of sporting exhibition, aside from actual attendance at the events.

In this instance, as in such series of events as the baseball World's Series, playoff contests in other sports and like situations, television is in the unique and happy situation of being able to re-cement the allegiance of existing viewers, and of capturing new ones. It is an aspect of the over-all television picture for which extra attention might well find handsome dividends accruing to the television industry as a whole.

The sporting events of this character might well be considered in the same light as the "leader" item used in store merchandising to draw customers into the retail establishment. It is an important way to increase the audience, and hence the potential, of the medium.

—Charles S. Aaronson

Passing in Review

THE SUCCESS LAST WEEK of two sharply divergent dramas, one live and one film, quite nicely illustrated the respective areas of drama best suited to live treatment and to film treatment. The first was NBC-TV's Goodyear production Sunday night of John Secondari's "In the Days of Our Youth." Directed by Sidney Lumet, this was an intensely subjective tale of a wartime romance between a young soldier, leaving his adolescense, and an "older" Army nurse whose experience was no protection against some of the ravages of love. Practically without plot, it's climax was in an emotion. On film this might have been self-conscious folderol. But live, as it was, Kim Stanley and Roddy McDowell made it an unique, moving and exciting experience.

The film drama, on the other hand, was pure, romantic make-believe, about as subjective as Dick Tracy. It was Warner Brothers' (ABC-TV, Tuesday night) "Deadly Riddle," an adaptation of a Canterbury Tale chock full of plots and twists about a villainous knight in King Arthur's court. It was a handsome show, written with a good deal of humor and acted with appropriate pomp and style, the sort of elaborate production that would be practically impossible to reproduce live.

Adlai Stevenson and Estes Kefauver met in debate (ABC-TV, Monday night) and, as the eggheads would say, it came off not with a bang but a whimper. This of course should have been anticipated since one very shortly will be supporting the other. An interparty debate would be something else again. A good deal more pace and tempo were contained in another of the week's special events, Max Liebman's Maurice Chevalier show, NBC-TV Sunday night. M. Chevalier was in fine form while Lancashireman Stanley Holloway gave him hilarious support. Elsewhere and in greater detail:

U.S. STEEL HOUR: "The Old Lady Shows Her Medals," CBS-TV, 1 Hour, 10 P.M., EDT, Wednesday, May 23, 1956. Live, from New York. For U.S. Steel.

With two thoroughly professional stars in the leading roles, Sir James Barrie's aging, sentimental comedy, "The Old Lady Shows Her Medals," came across with a surprising amount of charm last week. Sir James was never one to let his characters motivate events if he could wring another tear or two out of having them behave in an arbitrary manner which, in light of today's emphasis on psychiatry, suggests all sorts of deep personality problems. Playwright Robert Anderson, who adapted the Barrie original and who in his own right has created some emotionally complex characters, kept his teleplay purely Barrie, including the good, bad and embarrassingly saccharine. In the title role, Gracie Fields was a subdued delight, and Jackie Cooper, with a surprisingly consistent Scotch brogue, was a spirited co-star. It seems the fashion these days to include a participant-narrator in more and more TV dramas, and Jerome Kilty handled this role with style suggesting Mr. Barrie himself. Unlike Sumner Locke Elliott's man (see accompanying Playwrights '56 review), Mr. Anderson's narrator simply cued in the scenes and then let them run their course. The narrator device, however, is usually the lazy author's way out of complex plotting and ought to be avoided. Nine times out of 10 he is a bore. Norman Felton directed for the Theatre Guild.

SHOWER OF STARS. CBS-TV, 1 Hour, 8:30 P.M., EDT, Thursday, May 10, 1956. Live, from Hollywood. In compatible color. For Chrysler Corp.

The stature of Jack Benny as a comedian with a versatile touch is increased another notch with his performance in this show, where he is aided and abetted most successfully by the dance duo of Marge and Gower Champion, with the latter having supplied the choreography. Benny was master of ceremonies in his most entertaining vein, had a brief, engaging skit with young Leonard Ross of Stock Exchange fame, and did two comedy dance routines with the Champions, one in a children's dance studio and the other in a Spanish cabaret setting which were hilariously funny and enormously clever, one featuring the talented youngster, Babette Bain in song and dance. The credit list of Ralph Levy, producer-director; John F. Meyers, associate producer, and the others involved, all rate bows for a highly entertaining show in every particular. Benny at his best.

PLAYWRIGHTS '56: "Keyhole," NBC-TV, 1 Hour, 9:30 P.M., EDT, Tuesday, May 22, 1956. Live, from New York. For Pontiac.

Veteran TV producer-director Fred Coe chose as his first "personally directed" (TV is getting more like Hollywood every day) script in sometime Sumner Locke Elliott's "Keyhole," an account of a fascinating murder trial that rocked England in 1889. The production would have been fine were it not for one of those self-conscious and totally superfluous dramatic devices which Mr. Coe usually has the taste to eschew. The device, in this case, came in the person of E. G. Marshall, who acted as modern narrator-participant in the trial. He talked directly to the TV audience, to the principals in the course of the trial, and generally turned the drama into a sort of You Are There excursion. Mr. Marshall delivered his redundant little editorials with a desperate archness that suggested a denatured variation of Walter Huston's Mr. Scratch. In all other respects the production was first rate, including the fluid staging which permitted scenes leading up to the trial to be acted out in the course of testimony. The large cast was excellent, particularly Lee Grant as the lady accused of spicing her husband's beef extract with arsenic.

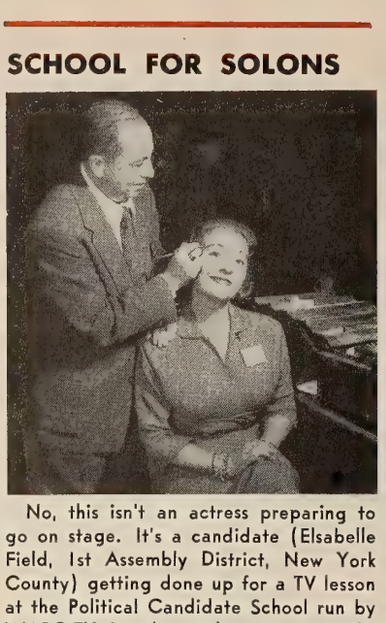
SHAKESPEARE ON TV, WCBS-TV, ¾ Hour, 3:45 P.M., EDT, Sunday, May 20, 1956. Film. Sustaining.

Shakespeare on TV genially shows how to take Shakespeare-without-fears. Dr. Frank Baxter, winner of a 1956 George Foster Peabody award, continues his informative, wry and academically witty little essays in this third summer series of the WCBS Public Affairs Department. They are triumphs of content over form, of extemporaneous thought over prepared agenda. Dr. Baxter, like all good professors, departs frequently from his text, which departures, in fact, make the show fun as well as interesting. Last week, speaking on "Shakespeare as a Dramatist," he wandered all over the lot (his topic, of course, allows for wandering) and came up with some especially lively opinions on the cult of realism in our theatre of today. Dr. Baxter is presented straight on the lecture platform, with occassional cuts to closeups of props and the backs of his students' heads. If this is educational television, it's not bad at all as low pressure entertainment. Dr. Baxter drops n bombs of controversy, but the most of us could be better verse in the basic features of Shakes peare before we can argue esoteri interpretation. The films are kine scope recordings of the live serie seen originally over KNXT, Lo Angeles.

SEE IT NOW: "Report from Africa Part II." CBS-TV, 1 Hour, 10 P.M. EDT, Thursday, May 17, 195 Film. For Shulton, Inc.

The splendidly high rating, i this opinion, attained severa weeks ago by this program in it "Report from Africa, Part I," i easily maintained in this, the sec ond and concluding portion of th same general subject. Followin the same successful and penetrat ing technique as in the first, E Murrow and Fred S. Friendly, th team of astute producers, this tim cover the African countries o Algeria, Libya, Ethiopia, Egypt the Sudan and a couple of U.S Air Force African bases. Particu larly important, significant an timely was the discussion of th powder-keg situation in Algeria and interviews with a French com manding general and the mayor o Algiers gave added importance t the material. The reportorial as signments are in the hands o Murrow, aided by Alex Kendric and Blair Clark. Murrow ha demonstrated before this, man times, that he is one of the ables commentators and news men in th whole area of television. This two part presentation, of intense new value in the world today, prove once more the accuracy of th designation as applied to him.

SCHOOL FOR SOLONS



No, this isn't an actress preparing to go on stage. It's a candidate (Elsabelle Field, 1st Assembly District, New York County) getting done up for a TV lesson at the Political Candidate School run by WABC-TV for those who want to make the most of the medium in the coming election.

HOLLYWOOD

HOLLYWOOD: That man ***Leo Durocher,*** former manager of the New York Giants, has signed a new one-year contract here with NBC, it is announced by ***Thomas A. McAvity,*** vice-president in charge of the NBC-TV network. The new agreement calls for extension of Mr. Durocher's duties as an NBC executive, which began last September. His field has been talent relations.

Mitchell J. Hamilburg, sales executive for Flying A Productions, has announced closing of a new $6,000,000 deal with the Carnation Company and the Continental Baking Company on the "Annie Oakley" television series, which they have sponsored on alternate weeks for the past two years. The new deal, which takes in 144 markets, will run through 1958. Existing contracts still run seven months.



TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Who's Where

Last week these changes:

The sales staff of Television Programs of America, Inc. (TPA) has been expanded with the creation of a sixth sales division, it is announced by **MICHAEL M. SILLERMAN**, executive vice-president. The new division, the central, will be managed by **WALT PLANT**, who has been promoted from the western, in which he had been an account executive.

HANK SYLVERN, well known television personality, has been elected to membership on the board of governors of the Television Academy of Arts and Sciences in New York.

JOHN BURRELL, well-known art director, has been named art director of CBS-TV's Scenery Design Department. He was at one time in charge of art direction for England's famed Old Vic Company, and previously had been BBC drama director.

GEORGE DUNNING, well known animated film artist, joins UPA New York this week, it is announced by **DON McCORMICK**, vice-president and manager of UPA's east coast studio.

RONALD C. BECK has joined the WCBS-TV staff as assistant sales promotion manager, it is announced by **ROBERT G. PATT**, the station's director of advertising and sales promotion. Mr. Beck moves to his new position from the CBS-TV network program promotion department.

LEE STONE has joined CBS-TV Film Sales, Inc., as an account executive in the Chicago office, **WILBUR S. EDWARDS**, general sales manager, has announced. Mr. Stone comes to CBS from the Schram Advertising Agency in Chicago.

The appointment of **CHARLES CADLEY** as assistant traffic manager for CBS-TV, effective immediately, was announced by **LAWRENCE B. GUMBINNER**, CBS-TV traffic manager.

Two new appointments at station WBKB, ABC-owned Chicago station, have been announced by **STERLING C. QUINLAN**, vice-president in charge of WBKB. **MATTHEW E. VIERACKER** was named general manager of WBKB and **MANUEL FINGERHUT** was named to succeed Mr. Vieracker as comptroller. Both assume their posts June 1.

ALAN EWALD has been named administrator of represented stations on the NBC Spot Sales staff, it is announced by **JOHN H. REBER**, director of NBC Spot Sales. Mr. Ewald was formerly Radio-TV research supervisor for NBC spot sales.

SPOTLIGHT

(Continued)

ducers. These include separation of rights to writers working on a week-to-week or term basis, and non-exclusively to per-script writers.

UPA Rotation Plan

▶ A four-year rotation plan for sending selected training units to its new studio in London, at three to six-month intervals, was announced last week by UPA Pictures from headquarters in New York and Burbank. The plan gets under way within about four weeks, said Stephen Bosustow, president, with key persons from both studios considered for selection. The plan is designed to make sure that within five years the company's London operation "will be staffed virtually in its entirety by UPA-trained artists, writer-directors, animators and animation cameramen" completely versed in the UPA techniques.

Mass Creation

▶ Screen Gems reports no less than 60 writers currently at work on 10 series for the 1956-57 season. The Columbia Pictures subsidiary adds modestly that this is not only a record for it "but it is the largest number of writers ever to work at the same time for one company in the history of television." The Ford Theatre series is using the largest single batch, with 13 writers working on the coming series.

Vital Statistics

▶ The number of TV receivers shipped to dealers during March increased over the February level but remained somewhat below the number shipped in March, 1955, the Radio-Electronics-Television Manufacturers Association reported last week. TV sets shipped to dealers in March totaled 549,220, compared with 529,226 in February and 690,097 in March last year.

Ampli-Vision Deal

▶ Ampli-Vision, a division of the International Telemeter Corporation, which, in turn, is a subsidiary of Paramount Pictures, announces that it has obtained exclusive distribution in the United States of a complete line of coaxial cables manufactured by the Telegraph Construction & Maintenance Company, Ltd., of Great Britain. This is called diversification.

Audio-Visual Date

▶ No less than eight organizations have announced plans to hold individual conventions during the period of the National Audio-Visual convention at the Hotel Sherman, Chicago, July 20-25, according to Alan Twyman, association president.

OPRY A-VISITIN'



Photos by TV Today



MADISON Avenue not only had the opportunity of looking at a slick professional troupe of Americana specialists—the Grand Ole Opry troupe from Nashville, Tenn.—at last week's Radio and Television Executives Society luncheon at the Roosevelt in New York. It also took a gander at a man who it is rumored may be heading for the vice-presidency. He's Tennessee Governor Frank Clement. One thing the New York boys know now. He's an entertainer, and he's a fast man on his feet. His luncheon speech had the fire of the pleader, the fervor of the preacher, the polish of the politician and the wit of the showman. He is seen above pitching for country music, and his amused listeners are Judge Samuel Rosenman, New York State Lieutenant Governor George De Luca; Nashville station WSM president John De Witt, and producer Louis Cowan. Below, three members of Opry troupe entertain by doing what comes naturally (to them).

The Show-Makers

***Ida Lupino** stars in "Beneath the Surface" on Bristol-Myers Four Star Playhouse, Thursday, May 31 over CBS-TV. Appearing with her are **Christopher Dark, Craig Stevens** and **Joe Waring**. The teleplay was written by **Elliot West** and directed by **Richard Kinon**.*

◆

***Barry Sullivan** and **Anna Maria Alberghetti** co-star in the Ford Star Jubilee CBS-TV musical presentation of "A Bell for Adano" Saturday, June 2. **James Howell**, a newcomer, will make his TV debut in a supporting role.*

◆

***Jack Benny** has left for England where he will do four special programs on film for broadcast on his regular Jack Benny program next Fall. His first guest will be **Maurice Chevalier**. In addition to his own shows, Mr. Benny will appear on a British Broadcasting Corp. television program.*

◆

***Paul Douglas** and **Alexis Smith** star in the 20th Century-Fox Hour production of "Mama's Boarding House" Wednesday, June 13, on CBS-TV. Others in the cast are **Mark Damon** and **Eilene Janssen**. **Sam Marx** produces and **Jules Bricken** directs.*

◆

***Everett Sloane** stars in "Family Protection" on CBS-TV's Studio One, Monday, May 28. Appearing with him are **Jo Anne Woodward, Corey Allen, Leonard Stone**.*

◆

*The Charles Farrell Show, a new filmed situation comedy series, in which **Charles Farrell**, veteran film star, will play himself, will be the summer replacement for "I Love Lucy," beginning Monday, July 2 on CBS-TV. **Charles Winninger, Richard Deacon** and **Kathryn Card** are featured. The series, to run 12 weeks, will be produced by **Hal Roach, Jr.***

◆

*The true story of **Major Tom Howie** and the part he played in the Normandy fighting in 1944 will be depicted in "The Major of St. Lo" Tuesday, June 5, on ABC-TV. **Peter Graves** stars in the Du Pont Cavalcade Theatre presentation, and in supporting roles are **Nick Dennis, Robert Cossen, Ed Kemmer, Morris Ankrum** and **Frank Gerstle**. Others in the cast are **Stuart Whitman, John Stephenson** and **Paul Sorenson**. **Lew Foster** directs.*

◆

***Bill Phipps, Larry Dobkin** and **Carolyn Jones** appear in "Doubled in Danger" on Turning Point, new dramatic series set to start the week of June 4. **Bruce Bennett, Barton MacLane** and **Tom Drake** will follow the week of June 11 with "The Man Nobody Wanted."*

Syndication

(*Continued from page* 1)

tor Magnuson, committee chairman, that it comment on the testimony given earlier by Richard A. Moore of Station KTTV, NBC sharply criticized the "wide variety of promoters and financial traders" who are gambling with the TV network industry with hopes of "reaping a mountain of profit from their molehill of contribution to the broadcasting art."

Enlarging on its criticism that such an attack might push the TV industry back to the days of the nickelodeon era, NBC commented, "The wealth of fine entertainment, educational and cultural programs . . . would be replaced by a continuing flow of stale and stereotyped film product" and added that the basic losers would be the public and TV industry.

Clearance Pacts Attacked

Moore's earlier testimony before the committee was largely concerned with program clearance agreements between networks and stations. In attacking this, he campaigned for their elimination by government regulations and argued further that the network operations were suppressing the production of film for TV.

NBC denounced Moore's attack and attributed his testimony to an organized campaign backed by a group of film syndicators. It also charged that "Moore serves as treasurer" and makes periodic progress reports to his group on the campaign.

Reported to be members of this group by NBC were Ziv Television Programs, Inc.; Television Programs of America, Inc.; Official Films, Inc.; Screen Gems, Inc., and RKO Teleradio Pictures, Inc. NBC added that the first four companies are TV film syndicators, of which one (Screen Gems) is owned by Columbia Pictures. The fifth company cited in the report, RKO Teleradio Pictures, is a part of the RKO motion picture organization.

Newly-Formed ATFD Replies To NBC Blast at Syndicators

NBC's charge that a group of film syndicators is steamrolling an attack against network television brought a reply late Friday from the newly-founded Association of Television Film Distributors, stating that the NBC charge "fails to answer any of the problems of local, regional and national advertisers, as well as those of independent film producers."

The reply to NBC was issued under the signature of four leading TV film producers: Screen Gems, Television Programs of America, Ziv TV Programs and Official Films, and was made coincidental with the announcement of the formation of the TV distributors association.

Say It Would Be 'Suicide'

"These four companies, attacked by the NBC statement," ATFD pointed out, "are now responsible for a total of 17 regularly scheduled, sponsored network film programs. To suggest, as NBC has, that the film companies seek the destruction of television network structure is an absurdity tantamount to stating that the film companies wish to commit economic suicide.

"In attacking the quality of film programs, NBC is also criticizing its own program structure. NBC's present network schedule includes approximately 16 half hours of filmed shows each week, out of a total of 21 hours of peak evening viewing time. In addition, NBC through its wholly-owned subsidiary also distributes film shows among which is a substantial backlog of feature motion pictures."

"Certainly," ATFD continues, "the men responsible for programming NBC's television network and acquiring films for its syndication subsidiary would not have approved these properties if they did not believe them to be quality programs.

"NBC's attack on the television film industry is not supported by public reaction to film programs. National Nielsen reports from November 1955 through March 1956 reveal that never less than seven of the top ten programs were produced on film."

"It is our sincere hope," the ATFD concludes, "that future discussions on this most important subject can be conducted on a more constructive plane, so that all segments of the television industry—stations, advertisers, advertising agencies, networks, independent producers and distributors—will be free to function more effectively in the public interest."

The Eddy Duchin Story

(CONTINUED FROM PAGE 1)

who plays the part of Duchin's second wife, and Mickey Maga, who plays Duchin's son at an early age.

More, it has fine performances by Rex Thompson, as the Duchin boy at an older age; James Whitmore as Duchin's agent, and Shepperd Strudwick, as a member of Miss Oelrichs' family. It is lavishly produced by Jerry Wald in CinemaScope and color by Technicolor. The screenplay by Samuel Taylor, based on a story by Leo Katcher, moves evenly and has no serious flaw. George Sidney directed, getting the best from a fine cast and an outstanding script.

Last, but certainly not least, is the abundance of engaging music and the expertly convincing manner in which Power and his talented son, Thompson, simulate their piano playing. It leaves nothing to disturb the illusion that they are the artist and his son whom they portray. Carmen Cavallaro did the piano recordings, Morris Stoloff supervised and conducted the liberal musical sequences which feature songs of the late 1920s through the World War II period. The titles are too numerous to list but none of them has been forgotten, and all are as tuneful as when they were new.

Much of the story is told in the setting of the old Central Park Casino of Gotham's Mayor Jimmy Walker era, where Duchin got his start in the musical world and where he met Miss Oelrichs. Except for a World War II sequence when Duchin served in the Navy, and a brief period thereafter when his band toured the country, the action takes place in New York.

FOLLOWING THE DEATH of Duchin's first wife, the musician loses interest in their son, making no effort to see him during the war or after until virtually forced by Whitmore to do so. When their meeting occurs, Duchin discovers that the boy's love has been won by Miss Shaw, who plays an English girl befriended by Miss Oelrichs' family, and that he himself must earn his own place in the boy's heart.

Eventually he succeeds, largely through the lad's inherited love of music and his admiration of his father's success in the musical world. By then, Duchin has learned from his doctors that he has incurred a fatal illness and has only a year to live. A romance ripens between himself and Miss Shaw. He makes known his illness to both the girl and his son and after a marriage the three are brought together in what obviously will be a happy though brief union.

Exhibitors have much to work with in this memorable drama from real life and their efforts will be liberally augmented by the producer-distributor's elaborate promotional campaign. It is a quality offering, one which any theatre may be proud to play, and one which, when the receipts are counted, will be right up there at the top. It may well prove to be an important factor in re-winning the distaff and matinee trade that has been decreasing for all too many theatres of late.

Running time, 123 minutes. General classification. Release in July.

SHERWIN KANE

Fox Making 5 'Scope

Five CinemaScope and color productions are currently before the cameras at 20th Century-Fox.

"Bus Stop," "The Last Wagon," "One in a Million," "The Best Things in Life Are Free" and "The Day the Century Ended" are in various stages of production.

MPA Meet

(*Continued from page* 1)

increasing theatre attendance. The concensus was reported to have been that the proposed credit plan should be more closely examined and should be investigated in conjunction with other projects to boost business.

It also was said that all projects should be examined in light of a proposed all-embracing survey, similar to the one contemplated by the MPAA advertising and publicity committee. The advisability of conducting such a survey will be considered by a subcommittee of the MPAA board of directors, which is expected to meet shortly. The sales managers appointed Abe Montague of Columbia and Richard Altschuler of Republic to meet with the company presidents' subcommittee, it was learned.

Eric Johnston Attends

Eric Johnston, president of MPAA, who attended Friday's meeting, was said to have pointed out some of the pitfalls as well as the advantages of the proposed credit plan.

Proposed streamlining of distribution, or consolidation of distribution facilities, were said not to have been discussed at Friday's meeting, according to one source. One sales manager termed the streamlining proposal "insignificant" in importance as compared to proposals to boost box office business.

Bigger USIA Fund

(*Continued from page* 1)

Senate approved a bill appropriating funds for the agency. Now both House and Senate have voted to increase the agency's appropriations substantially, but both have specifically vetoed the proposal to show Cinerama in foreign ports on a demothballed aircraft carrier.

The Senate voted to give the agency $115,000,000 of the $135,000,000 it requested for the year starting July 1, while the House voted to give it $110,000,000. Since the agency has only an $87,336,630 budget this year, it is now certain of greatly expanded operations next year.

Just how much of the additional money will go to the film division is unclear. The agency had programmed $12,883,000 of the original $135,000,000 request for the motion picture division. This year the film division is operating on an appropriation of about $4,500,000.

The same Senate-approved bill that carries the funds for USIA also included $3,526,910 for the Justice Department's anti-trust division. The House had voted $4,265,000 for this unit, substantially above this year's appropriations of $3,464,000.

USIA Chief to Mexico

WASHINGTON, May 27.—Turner B. Shelton, chief of the Motion Picture Service of the United States Information Agency, will leave for Mexico Monday to confer with agency officials about stepping up the distribution of USIA films there.

Cantor Group

(*Continued from page* 1)

the film company, Yates, who had planned to spend the weekend in New York, suddenly left for the Coast to meet Cantor, who also returned from an Eastern trip.

It was announced by the investment concern that auditors will go to work on Republic's books and records early this week. According to Cantor, who made the announcement in Hollywood, there will be no further comments until the general examination is completed.

Common Totals 2,004,191 Shares

The Beverly Hills investment firm has acquired a 60-day option to purchase the working control of Republic Pictures, a minimum of 650,000 shares and a maximum of 800,000 shares of common stock at $12.50 per share under the option terms. The option calls for Yates to sell all of his shares as well as stock owned by a number of his associates. Republic Pictures has 2,004,191 shares of common stock issued and outstanding out of the authorized 2,750,000 shares at a par value of 50 cents per share, exclusive of 804 shares in the company's treasury as of Oct. 29, 1955.

Yates' holdings as of Feb. 1, 1956, according to the recent Republic proxy statement, total 37,460 common shares. Members of Yates' family were the owners of record of about 10,000 shares and the owners of all the issued and outstanding stock of Tonrud, Inc., a Delaware corporation, which was the beneficial owner of 12,200 shares of preferred stock and 207,937 shares of common of Republic and 72,585 shares of stock of the Associated Motion Picture Industries, Inc., which had 187,926 shares issued and outstanding.

TV Interest Reported

It had been announced by an official of Cantor, Fitzgerald & Co., late last week, that the purchasers of Yates' interests would operate the Republic studio for the production of theatrical and television films. It was also disclosed that although the investment company has the option, that fact does not imply that the firm will exercise it solely in its own behalf.

Starr Will Keynote Ala.-Ga. Convention

ATLANTA, May 27.—Alfred Starr, past president of the Theatre Owners of America, will deliver the keynote address on the problems of the small exhibitor at Tuesday's afternoon session of the annual joint convention here of the Alabama Theatre Assn. and the Motion Picture Theatre Owners and Operators of Georgia.

The convention opened today at the Dinkler Plaza Hotel and continues through Wednesday. Clinics are to be held during the morning and afternoon sessions with particular emphasis on concessions, advertising, general theatre equipment and financing.

'Universal-Appeal' Product

(*Continued from page* 1)

high and optimistic for the future." The exhibitor official pointed out that the reason for optimism is based, especially by the U-I field people, on that company's recent foreign sales meeting in Hollywood, where the company brought all of its foreign executives to the U. S. "A lot of enthusiasm and pep was certainly instilled in those people by that trip to America," he said.



Mitchell Wolfson

In discussing his trip, Wolfson said he found that television in many parts of the globe is "rapidly expanding. In five years, TV will become a major entertainment factor in many countries where the standards of living are being raised, where the cost of TV receivers is declining and when TV programming is bettered."

Sees Video Strong in Hawaii

Commenting on certain portions of his global junket, the Florida theatreman said that TV in Hawaii has attained the same "impact and coverage" as it has in the States. "In Japan, programming is not a factor to theatre business and won't be until the quality of shows improves. In Italy, TV is growing rapidly in stature, as there will be 18 stations covering the entire country within three years and the government is spending $6,000,000 in constructing a modern TV studio in Rome," he declared.

Wolfson, in discussing the Cannes Film Festival, said that he hopes that the American industry "would stage a festival in this country within the near future." He pointed out that a festival "would certainly boost our industry." The Miami exhibitor said that his city is making efforts to have one in 1957, and that the State Department already has approved the proposed Miami venture.

Discusses WB Deal

The former TOA president, now head of the national exhibition group's arbitration committee, also commented on the sale of Warner Brothers to the Fabian-Semenenko group. He said that "the Fabian move is highly constructive and I hope that the Department of Justice will give approval. It would be beneficial to the entire industry."

Wolfson, and his family, will terminate their New York visit and return to Miami from here today.

'Hysteria'

(*Continued from page* 1)

a cool head so that solutions to problems can be evolved, he maintained, contrasting such an approach to the downbeat excitement felt in some trade quarters today.

He acknowledged that the current motion picture market is a "difficult" one, with the public very selective. He also admitted that some pictures have been disappointing at the box-office. But he strongly rejected the contention that there is reason to believe that motion picture production, distribution and exhibition can no longer be a profitable operation, as argued in some quarters.

Sees Adjustments Inevitable

The executive feels that, as in the past, there will be adjustments in the industry, maintaining that the alert showman will be flexible in any situation and will survive with a profitable enterprise.

He said it was his opinion that the recent sales of film backlogs to television "triggered" some of the current industry "hysteria" and, similarly, may have been the result of a touch of the same "hysteria" in the selling quarters.

103 Book 'Conqueror'

Howard Hughes' "The Conqueror" will open in 103 theatres in the New York exchange area beginning tomorrow. Circuits participating in the mass openings are RKO, Skouras, Century, Randforce, J & J, Loew's, Warner's, Interboro, Liggett-Florin, Fabian and Rugoff and Becker.

Du Pont Film

(*Continued from page* 1)

planned for film products now made with tri-acetate base. These, however, are to converted to "Cronar" late this year. Woodson said the conversion process would be a matter of time once the New Jersey plant is equipped for full production, and that new products to be introduced at a later date will probably cost more to make because of the new material.

Weight Reduced

Pointing out that, although stronger than tri-acetate film, "Cronar" is nevertheless thinner, he said that it is able to effect a reduction in weight of prints shipped to theatres. Whereas 1,000 feet of tri-acetate film has a diameter of 9.76 inches, he said the same amount of "Cronar" has a diameter of 8.86 inches.

Tests of the new base, he added, have resulted in 17,000 "flexings" before breakage, as contrasted with the 25 flexings for standard tri-acetate. Accordingly, the "Cronar" base is said to be no more a fire hazard than "safety" film used in film production and print distribution.

Paramount Has Used It

Industry tests of the new base have been made by duPont and the IATSE & MPMO in projectors, while "Cronar" film was used by Paramount Pictures for prints of "Desperate Hours" in the Chicago, Minneapolis and Los Angeles exchange areas.

Original plans called for distribution of "Cronar" film next month, but the scale-up problem at the New Jersey plant forced a postponement.

PEOPLE

Martin Mullin, Nathan Yamins, Arnold VanLeer, Edward Lider and **Morris Sims** of Boston and New Bedford are serving on a committee to arrange a birthday dinner May 30 at Lincoln Park honoring Mass. Senator **John Kennedy. Bill Canning,** director of public relations for Yamins Theatres, is general chairman for the dinner.

□

J. J. Chisholm, manager of the Associated Screen News, Ltd., Toronto office, has submitted his resignation effective on June 1. A member of the Toronto tent of Variety Clubs International, he worked in Hollywood before joining ASN.

□

Lee Bergman, a field exploiteer for Columbia Pictures since 1953, has been transferred to the home office exploitation staff.

□

Isabel Moore has been appointed editor of "Photoplay" Magazine after serving as editor of fan magazines of the Sterling Group. Ann Higginbotham was advanced as editorial director of "Photoplay."

□

William J. Sweet, motion picture finishing area supervisor at DuPont's Parlin, N. J., photo products plant, has been transferred to the New York sales district as a motion picture technical representative. He succeeds **Victor Salter** who has been appointed trade and industrial products supervisor for the district.

□

George D. Parselle has been appointed manager of the Largo Theatre at Largo, Fla., a unit of the Floyd Theatres. **Steve Barber,** former manager of the Largo, has leased the Ritz Theatre at Clearwater, Fla., and plans to reopen the 500-seat house after the installation of a CinemaScope screen and equipment.

UA Executives Off To 'Trapeze' Bow

Three United Artists sales executives — William Heineman, James Velde and Al Fitter—will attend the world premiere of Hecht and Lancaster's "Trapeze" tomorrow in Los Angeles that will be staged to benefit the Variety Boys' Club of East Los Angeles.

The UA distribution chiefs will join UA Coast executives in attending the initial showing of the CinemaScope and Deluxe Color film. Coast officials participating in the festivities are to include Robert Blumofe, Leon Roth and Ralph Clark.

New York's Capitol Theatre plays host to the film's Eastern premiere on June 4.

"Filled with suspense! Enough to keep the attention of the audience riveted to the screen!"
—*Daily News*

"Excellent portrait of a crime, unusually taut, keenly directed and acted! The climax comes with a slaughter that is real and jolting! Stanley Kubrick, who wrote the screenplay and directed the movie, is to be congratulated!"
—*N. Y. Herald Tribune*

"THE KILLING"

WILL REPRESENT A KILLING AT THE BOX-OFFICE!

Thriller which packs more excitement and suspense than many a more pretentious budgeted production!"
—*N. Y. POST*



Like No Other Picture Since "SCARFACE" and "LITTLE CAESAR"!

"Tense drama! Brilliantly done! Action crisp and fast! Succeeds excellently in building tremendous tension!"
—*Hollywood Reporter*

"Brisk melodrama! Murder, fights and tension run the length of this energetically told story!"
—*World-Tel. & Sun*

"Crime film moves fast! More than holds its own against pictures that boast far higher budgets! Writing plus cast and action rivet attention through 83 suspenseful minutes. Sustains an exciting mood. The actors play their parts in just the right key."
—*Journal-American*

"Engrossing! Things move at a lively clip!"
—*N. Y. Times*

"Tense crime melodrama! Generates enough excitement and tension to warrant praise!"
—*Daily Mirror*

"Tense and suspenseful! Hard-hitting and colorful performances! Script is tight and fast-paced!"
—*Daily Variety*

"Marie Windsor is flambuoyantly brash and sexy!"
—*World-Tel. & Sun*



starring Sterling
HAYDEN

co-starring COLEEN GRAY · VINCE EDWARDS · with JAY C. FLIPPEN · MARIE WINDSOR · TED DeCORSIA

Based on tne novel "Clean Break," by Lionel White · Screenplay by Stanley Kubrick · Produced by James B. Harris · Directed by Stanley Kubrick

THRU UA

Knock 'em dead at YOUR boxoffice...and book it NOW!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 104 NEW YORK, U. S. A., TUESDAY, MAY 29, 1956 TEN CENTS

At Convention

Allied of N.J. Weighs Reply To Distributors

Will Discuss Rebuttal to SSBC Hearings Today

By FLOYD STONE

KIAMESHA LAKE, N. Y., May 28.—A resolution authorizing a written rebuttal to the distributor "attacks" on the leaders of Allied States Association will be "thoroughly considered and discussed at tomorrow's closed meeting" of the membership of Allied Theatre Owners of New Jersey, holding its 37th annual convention at the Concord Hotel here.

Sydney Stern, president of ATONJ, stated that a report on the testimony

(*Continued on page 6*)

Cammack Retiring From RKO Radio

Special to THE DAILY

DALLAS, May 28.—The retirement of Ben Y. Cammack from RKO Radio Pictures after an association of 24 years was announced here today.



Ben Y. Cammack

Cammack has been district manager for the RKO offices in Dallas, Oklahoma City and Memphis for the past 16 years. Prior to that he was assistant general manager for the foreign division. In that capacity, he visited branches throughout the

(*Continued on page 6*)

'Trapeze' in World Premiere Tonight

From THE DAILY Bureau

LOS ANGELES, May 28.—Backed by a $2,000,000 all-media promotion, Hecht and Lancaster's CinemaScope production of "Trapeze" will be launched tonight in a world premiere

(*Continued on page 9*)

Fox to Revive British Production: Adler

From THE DAILY Bureau

LONDON, May 28. — Buddy Adler, executive producer of 20th Century-Fox, who leaves here tomorrow for Paris, indicated today that Fox plans to revive its British production organization with the appointment of a studio official here shortly.

Adler, who will return to New York from Paris on Friday, indicated the position would be filled by an American.

New TV Distributors Association Reveals Purposes of Group

Purposes of the newly-formed Association of Television Film Distributors were announced here yesterday in a joint statement by Harold Hackett, board chairman of Official Films; Ralph Cohn, vice-president and general manager of Screen Gems; Milton A. Gordon, president of Television Programs of America,

(*Continued on page 6*)

20th-Fox to Receive Army Award Tonight

Dana Wynter, star of "D-Day, the Sixth of June," will accept a plaque from the National 4th (Ivy) Division citing the 20th Century-Fox CinemaScope film as an outstanding screen achievement at tonight's premiere-

(*Continued on page 6*)

As a Box-Office Stimulant

Cash Giveaway Plan Offered to Industry

Patrons Would Be Required to Identify Excerpts; Win Cash for Correct Answers

A nationwide cash giveaway project designed to stimulate the boxoffice and, at the same time, re-kindle public interest in motion pictures has been presented to every major company and to the Hollywood guilds. Although planned as a hypo on a national level, the campaign, if acceptable to the companies and the guilds, may be adopted locally or regionally.

To date, there has been some opposition expressed by the major companies and the guilds, but it is believed by the backers of the idea that the obstacles will be overcome. It is understood that the plan was conceived by Edward Hyman, vice-president of American Broadcasting-Paramount Theatres, who has been feeling out the opinions of leaders of distribution, production and the studio unions for approximately two months.

Some of the opposition is said to be based on the belief that the plan takes the form of a lottery, but this has been denied by the backers. In letters to the studio guilds, Hyman pointed out that the elements of a lot-

(*Continued on page 9*)

Tax Sessions Again Put Off

From THE DAILY Bureau

WASHINGTON, May 28. — The House Ways and Means Committee has again postponed—until the end of this week or possibly next week—the resumption of committee voting on excise tax changes.

Once the committee does meet, it has quite a few matters to dispose of before its gets to a decision on further admissions tax relief.

The committee was scheduled to meet tomorrow to resume consideration of the report of the Forand subcommittee. Due to the holiday and other commitments of committee members, the next meeting of the comittee now won't be held before Thursday and may well not be held

(*Continued on page 9*)

RKO Signs Gregory For Five in 3 Years

From THE DAILY Bureau

HOLLYWOOD, May 28. — Paul Gregory has been signed by RKO Radio to a pact calling for five major productions during the next three years, it has been announced by William Dozier, RKO vice-president in charge of production. Gregory, whose latest productions include "The Caine Mutiny Court Martial" and "Three for Tonight," will occupy offices at the studio immediately. As his first large-scale produc-



Paul Gregory

(*Continued on page 9*)

At London Press Parley

Westrex's Gregg Stresses Need for Standardization

By PETER BURNUP

LONDON, May 28. — The need for standardization of various screen processes but not at the expense of halting imaginative experimentation was stressed here over the weekend by Eugene Gregg, president of Westrex.

Referring to the upsurge of new processes sparked by CinemaScope 55, Cinerama, VistaVision and others, the executive declared "it's time other sections of the industry bore their share of the cost of the immense experiments the studios have undertaken in behalf of the industry's expansion." He said he saw the stirring of thought among Hollywood engineers but questioned whether the exhibitors are appreciative or, more important, willing to bear their share of the cost involved.

"We have to maintain a nice balance between expediency and experi-

(*Continued on page 6*)

PERSONAL MENTION

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew's, Inc., returned to New York yesterday from Miami.

•

SIDNEY DENEAU, Paramount's Western sales manager, left New York yesterday for Indianapolis, St. Louis and Kansas City.

•

WALTER BRANSON, RKO Radio vice-president in charge of worldwide distribution, has arrived in Paris from London.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Dallas.

•

ARTHUR L. MAYER, promotion consultant to Paramount on "War and Peace," yesterday celebrated his 70th birthday.

•

MAURICE SILVERSTEIN, recently appointed liaison between M-G-M and independent producers, has returned to New York from the Coast.

•

JOHN HIGGINS, manager of the promotion department of "Saturday Evening Post," has returned to New York from the Coast.

•

SHELDON ROSKIN, Columbia Pictures publicity writer, is the father of a girl born to MRS. ROSKIN at Kew Gardens General Hospital here.

•

SOL SHAPIRO, talent agent, has returned to New York from London via B.O.A.C.

•

ALEX HARRISON, 20th Century-Fox general sales manager, will leave here today by plane for Los Angeles.

•

SAM GORELICK, district manager for RKO Radio in Chicago, has left there for Palm Beach, Fla.

•

NAT LEVY, RKO Radio Eastern sales manager, left here yesterday for Cleveland.

•

IRVING BRISKIN, production vice-president of Screen Gems, has arrived in New York from Hollywood.

•

GEORGE NICHOLS, of the M-G-M studio publicity department, has left here for the Coast.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, May 30, a legal holiday for the observance of Memorial Day.

24 Pictures in Work For M-G-M Release; 9 by Independents

From THE DAILY Bureau

HOLLYWOOD, May 28.—Twenty-four motion pictures, nine of them by independent producers or in co-production and co-distribution deals are in various stages of production at M-G-M, according to the studio's latest feature production chart.

M-G-M itself has 15 films in preparation, production, editing and completed, but not released stages.

Six in Production

Currently in preparation is "Father's Little Leaguer." In production are "The Barretts of Wimpole Street," "The Opposite Sex," "The Power and the Prize," "Raintree County," "Tea and Sympathy," and "The Teahouse of the August Moon." M-G-M is editing three films: "High Society," "Somebody Up There Likes Me" and "Somewhere I'll Find Him." Completed by the company are "Bhowani Junction," "The Catered Affair," "The Fastest Gun Alive," "Invitation to the Dance" and "Lust for Life."

The nine films for which the film company has special co-production deals or just distribution arrangements are: "Bonjour Tristesse," "King Kelly," "The Little Hut," "The Sunset Kid," "Julie," "The Friendly Persuasion," "The Living Idol," "The Iron Petticoat," "A Man Is Ten Feet Tall."

'Searchers' Scoring In Initial Dates

Record grosses have been reported by theatres throughout the nation following similar premieres in Chicago, Buffalo and Detroit of C. V. Whitney's production of "The Searchers," Warner Bros. announced.

Typical of the grosses to date were those at the Allen in Cleveland with $19,672 for five days and a preview; the Randolph in Philadelphia with $25,614 for five days and preview; the Paramount in Denver with $14,876 for three days (Friday through Sunday); the Stanley in Baltimore with $10,892 for three days (Friday through Sunday); the Orpheum in Seattle with $8,122 for three days (Friday through Sunday) and the Granada at South Bend, Ind., with $8,770 for a one-week run that ended Saturday night. The film has been held over for a second week at the Granada.

Msgr. Masterson Mass

A third anniversary Mass for the late Very Reverend Monsignor Patrick J. Masterson, former executive secretary of the National Legion of Decency, will be offered in the Lady Chapel of St. Patrick's Cathedral on June 7 at 9 A.M.

'I'll Cry' Stars Cited At Festival in Ireland

CORK, Ireland, May 28.—Susan Hayward, Jo Van Fleet and Richard Conte received collectively an award for their acting in "I'll Cry Tomorrow" at the International Film Festival which closed here today. The film was the only American production among the winners.

Top award went to the French film, "Les Assassins du Dimanche."

Platt to Coordinate TOA Convention

Abe Platt, district manager for Balaban & Katz's theatres in Chicago, has been appointed convention coordinator for the Theatre Owners of America annual meeting at the New York City Coliseum here Sept. 19-25, it was announced yesterday by the national exhibition association.

The 1956 TOA convention will be held in conjunction with the annual meetings and trade show of Theatre Equipment and Supply Manufacturers Association and the Concessions and Popcorn Association.

The planning committee of TOA, which has been formulating plans and mulling ideas for the annual conclave, reported that 65 per cent of the booth space available has already been sold. Lester Grand, CPA's exhibit chairman, announced that indications are that the last available space will be sold by July 15, due to the speed at which exhibit applications are being received.

New UK-U.S. Setup For Co-Production

Independent producer-director Peter Curran has planed to London to set up initial stages in the first of a series of co-productions between London and New York film groups. The first subject will be "The Old Lady of Threadneedle Street." Shooting in England is due to get under way in August.

Curran, a producer-director in England between 1946 and 1953, has been operating in a like capacity in New York and Canada for the past three years, also acting in an associate producer berth on a number of CBS television projects.

Sidney Is Reelected President of SDG

HOLLYWOOD, May 28. — The Screen Directors Guild has reelected George Sidney president for the sixth term. Also elected were Rouben Mamoulian, first vice - president; George Stevens, second vice-president; H. C. Potter, secretary, and Lesley Selander, treasurer.

Annual Conclave of Ga.-Ala. Exhibitors Draws 600 Delegates

Special to THE DAILY

ATLANTA, May 28. — Approximately 600 exhibitors of Georgia and Alabama, as well as some from other states, registered today for the annual joint convention of Georgia Theatre Owners Association and Alabama Theatre Owners Association.

Panel discussions occupied the afternoon. During the day delegates were the guests of the Nehi Corp. and Motion Picture Advertising Service at social functions. Stanley Warner was the host at a showing of "This Is Cinerama" at the Roxy Theatre.

Nine Speakers Scheduled

Speakers were Herman Levy, general counsel of TOA; William Gehring, vice-president of 20th Century-Fox; Roy Martin, Jr., Martin Theatres; Mack Jackson, Alexander City, Ala.; A. B. Padgett, panel chairman; R. B. Wilby, Dick Kennedy, Tommy Thompson and Mayor William Hartsfield.

The sessions will continue through tomorrow.

Post Golf Prizes

The foursome winners in the fifth annual industry golf tournament being sponsored by the Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club, Tuckahoe, N. Y., on June 14, will receive prizes posted by William J. German, Inc., and the foursome runner-ups will receive prizes posted by National Screen Service, it was announced by tournament chairman Martin Levine.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BHOWANI JUNCTION"
starring
Ava GARDNER . Stewart GRANGER
in CinemaScope and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

"Showplace of the East"
FOR YOUR SCREENINGS
CINEMASCOPE
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

LETTERS
TO THE EDITOR

• • •

DEAR SIR:

I want to take this opportunity of telling you what a superb job of reporting was done by your Mr. J. A. Otten, who reported my testimony before the Senate Small Business Committee on Tuesday, May 22, and which appeared in your MOTION PICTURE DAILY issue of May 23.

I was supposed to have testified on Monday, but I could not be reached on that day and it was held over until Tuesday. In the meantime my prepared statement was distributed and most publications used that and reported upon that basis, as though I had actually testified on Monday, so that the report did not reflect what my testimony actually was orally.

Your MOTION PICTURE DAILY, however, reported my actual testimony as given orally. The oral testimony, as given by me, did not follow the text of my printed statement, though it covered much of the same ground.

You and the members of your organization are entitled to high praise, indeed, for this splendid job.

With kindest regards,

Sincerely yours,

LOUIS PHILLIPS

Vice-President & General Counsel
Paramount Pictures Corp.

Minn. Amusement's W. C. Wilson Dies

MINNEAPOLIS, May 28.—Funeral services were held here for Wilford C. Wilson, 60, director of real estate for Minnesota Amusement Company, who died after a lengthy illness.

Wilson became affiliated with Minnesota Amusement 39 years ago when the upper Midwest circuit was still known as Finkelstein & Ruben, and was given his present post as director of real estate in 1936. He is survived by his widow, Elsa E., and three grandchildren.

Sam Katzman Slates 5 Through October

Sam Katzman has announced a production schedule of five films to be made by his Clover Productions for Columbia release between now and October.

Set to follow the current musical, "Cha, Cha, Cha," now shooting, are "Rumble on the Docks," "The Mark of the Claw," "The Petrified Man," "The Night the Earth Exploded" and "The Zombies of Tora-Mau."

Four British Circuits Raise Admission Prices Due to Increased Operating Costs

By WILLIAM PAY

LONDON, May 28.—Four major circuits—Associated British Cinemas, Circuits Management Assn., Essoldo and Granada Theatres—have announced an increase in seat prices for certain theatres effective on June 25 due to increased operating costs and the government's decision against the reduction of the entertainment tax.

The increase ranges from sixpence on one-shilling seats to fourpence on three-shilling-and-two-penny seats. The circuits reported that the entertainment tax is taking 31.5 per cent of the theatre gross receipts that amounted to 33,425,000 pounds in 1955. However, the industry is still hopeful that some relief later will come with the passing of the finance bill.

Canada to Join in Para. Weltner Drive

TORONTO, May 28.—Paramount's Canadian division will join the U. S. divisions in "Paramount's Salute to George Weltner" sales drive, July 1-Dec. 29, Gordon Lightstone, the company's Canadian general manager, announced at the national sales meeting here.

New York Group Attends

The Canadian sales conference at the Royal York Hotel was attended by an executive group from New York headed by Weltner, president of Paramount Film Distributing Corp. and worldwide sales head. The home office delegation included Charles Boasberg, supervisor of worldwide sales for Cecil B. DeMille's production of "The Ten Commandments" and Ponti-DeLaurentiis' "War and Peace;" Jerry Pickman, Paramount ad-publicity vice-president; Oscar Morgan, short subjects sales chief, and Maxwell Hamilton, coordinator of the worldwide promotion plans of Paramount for "The Ten Commandments."

Lightstone, who chaired the meeting, predicted that the Paramount product lineup this year would act as a great stimulus to the motion picture market and to the industry as a whole.

3 Started, 8 Finish; 35 Pictures in Work

HOLLYWOOD, May 28.—The production chart showed a slight decrease last week. Three new pictures were started and eight others were completed, for a total of 35 pictures in work.

Started were: "The King and Four Queens," Russ-Field Prod., color; "Dance With Me, Henry," Bob Goldstein, and "Mark of the Apache," Bel-Air Prod. (United Artists).

Completed were: "Cha, Cha, Cha" and "The White Squaw" (Columbia); "A Man Is Ten Feet Tall," Jonathan Prod., and "The Opposite Sex," CinemaScope, Eastman Color (Metro - Goldwyn - Mayer); "The Lonely Man," VistaVision (Paramount); "Five Steps to Terror," Grand Prod. (United Artists); "I've Lived Before" and "Four Bright Girls," CinemaScope, Technicolor (Universal-International).

To Start Initial Film In Cinemiracle Soon

Production of the first Cinemiracle feature, a musical, is expected to start late next month or early July at a Bronx theatre that has been leased by the producer.

Under an agreement between Louis deRochemont and National Theatres, deRochemont will produce five films, including the initial Cinemiracle feature, and one each year thereafter until 1961, all of which will be distributed by National. DeRochemont will produce the musical, while Bill Colleran of "The Hit Parade" will direct. A spokesman for deRochemont reported that the Mount Eden Theatre in the Bronx, leased earlier this year, is in the process of being renovated to accommodate the Cinemiracle cameras and equipment. Production will start as soon as the theatre is finished, and he said this would be from three to four weeks, it was pointed out.

National Theatres will produce 16 films in the new process over a five-and-a-half-year period, with preemptive rights to its own theatres.

Ask More Hearings On Flint Stations

WASHINGTON, May 28.—The U. S. Court of Appeals has ordered new Federal Communications Commission hearings on a contest for a Flint, Mich., television channel.

The court decision represented a victory for W. S. Butterfield Theatres, one of two firms that lost out in the original FCC decision to give the channel to WJR, the Goodwill Station. The two losers took the FCC decision to court, arguing the FCC had ignored changes in WJR's plans after it received the original construction permit. A two-to-one court decision agreed, and sent the matter back to the FCC for further hearings.

Joel McCrea to Tour

A key city tour by Joel McCrea will launch the national release next month of Allied Artists' "The First Texan," Walter Mirisch production, co-starring McCrea.

The film will have its world premiere on June 13, at the Majestic Theatre, Houston, first stop on the McCrea itinerary.

. . . NEWS ROUNDUP

Theatre Schedules Reduced

Cleveland exchanges have received word of playing-time reductions to weekends only at the Grand Theatre in Cleveland, and the Lyric at Fairport Harbor. The Grove in Columbus and the Pastime at Coshocton will be closed for the summer.

■

Council Plans Anniversary

The Better Films Council of Milwaukee County will observe its 25th anniversary with an anniversary luncheon and meeting on June 4 at the Milwaukee Elks Club. Arthur H. DeBra, community relations director of the Motion Picture Association of America, will be the principal speaker.

■

New Filmack Catalog

The Filmack Trailer Co. of Chicago is issuing a drive-in catalog that will serve as a special July 4 edition. It contains ideas for spending the holiday at the drive-in theatre.

■

Milwaukee Theatre Opens

The Coronet, Milwaukee's newest prestige theatre, opened last week with a preview opening for the benefit of the Florentine Opera of Milwaukee. "Madame Butterfly" is the current screen attraction.

■

Conn. Theatre Cuts Shows

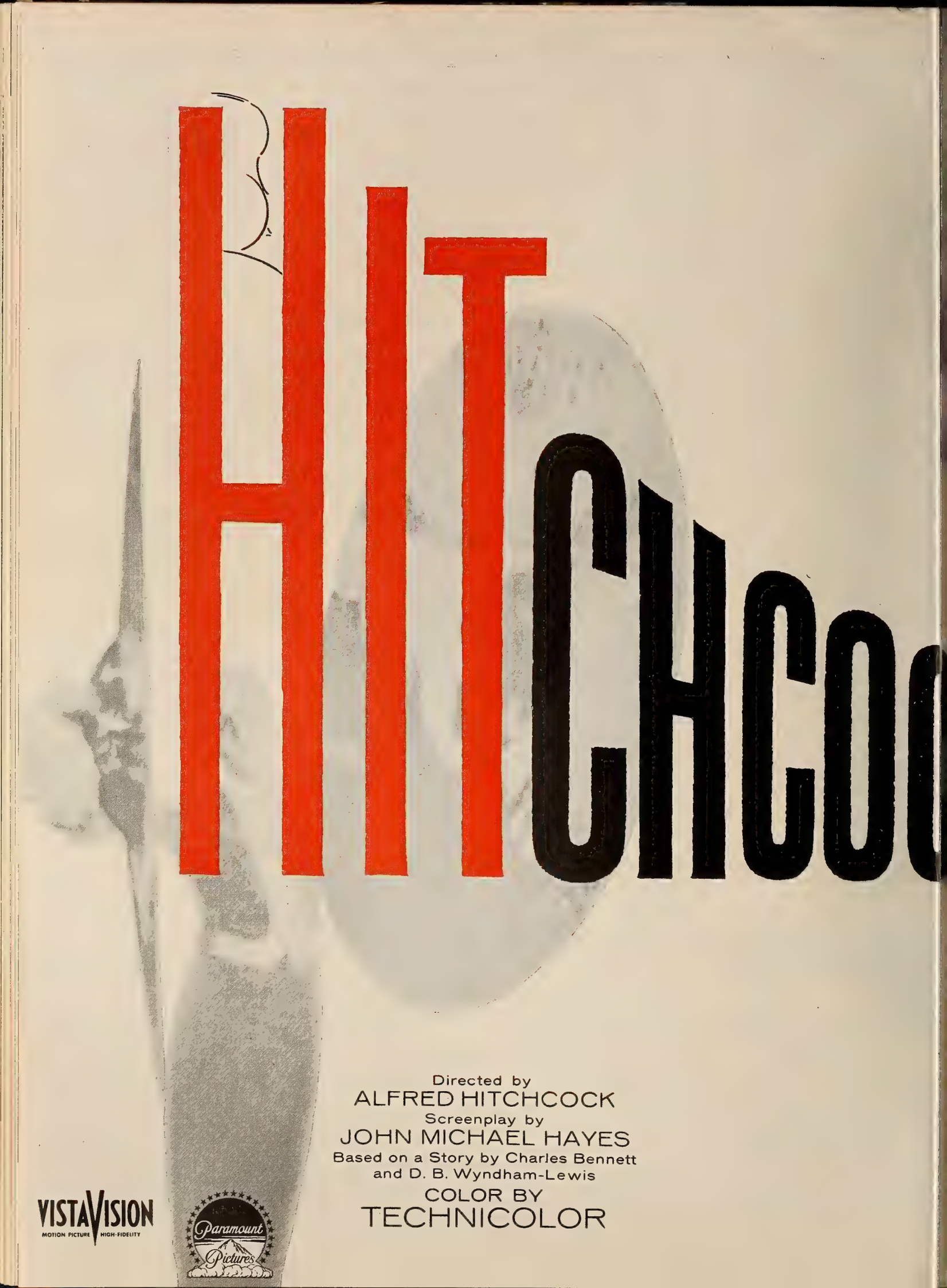
Sal Adorno Sr., general manager of M & D Theatres in Hartford, has cancelled Monday through Thursday performances at the Capitol Theatre at Middletown, Conn., for the summer months.

Perakos Circuit Cuts Admission Scales

HARTFORD, May 28.—Perakos Theatre Associates circuit is becoming increasingly cognizant of admission scales beneficial for subsequent-run theatres.

Sperie Perakos, general manager of the regional circuit, has reduced adult admissions at the Arcade Theatre, Springfield, Mass., from 60 to 50 cents for evenings, Sundays and holidays. Move is advertised as part of new summer policy. Theatre charges 30 cents to 1 P.M., and 40 cents to 5 P.M.

The circuit's Arch St. Theatre, New Britain, Conn., is advertising: "You save 40 per cent in theatre admissions by waiting a few days and seeing two big features at our bargain rates." Price scale: Matinees, 40 cents; evenings, 50 cents.



Directed by
ALFRED HITCHCOCK
Screenplay by
JOHN MICHAEL HAYES
Based on a Story by Charles Bennett
and D. B. Wyndham-Lewis
COLOR BY
TECHNICOLOR

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

Paramount Pictures



JAMES
STEWART
DORIS
DAY
in
ALFRED HITCHCOCK'S
THE MAN WHO
KNEW TOO MUCH
A Paramount Picture

K'S NEW CHAMPION!

The nation's new boxoffice champion "takes over No. 1 position with whopping trade!" reports Variety's coast-to-coast survey. And Variety headlines it the leader in key city after key city: "Socko–St. Louis!" "Boffo–Philadelphia!" "Huge–Boston!" "Whopping–Chicago!" "Stand-out–Buffalo!" "Great–Pittsburgh!" And "A Smash at the New York Paramount where it's in for long run!"

TV Group

(*Continued from page* 1)

and John L. Sinn, president of Ziv TV.

The statement read:

"ATFD has come into being as part of the natural growth and maturity of the television film industry. Joint problems will best be solved, we believe, by a strong, cohesive group. It is our plan to engage, as president, a nationally known and respected business personality. Other officers will also be announced shortly.

"ATFD will also serve to promote, internationally, the common interests of our industry and to further the use of TV film, not only at home, but in the growing foreign market, where American television films are serving as good will ambassadors on an increasing scale.

Hopes to Serve Widely

"We also believe that ATFD will serve well in our relations with the rest of the television industry and enable us to cooperate, as a group, on even a larger scale with such other trade organizations as the National Association of Radio and Television Broadcasters, the Association of National Advertisers and the American Association of Advertising Agencies, as well as furnishing vitally needed information about TV film to the public, networks, television stations and local and regional advertisers throughout the country."

Moore Defends Testimony Before Senate Committee

LOS ANGELES, May 28.—Richard A. Moore, president of KTTV, today replied to the statement of NBC filed with the Senate Interstate and Foreign Commerce Committee and which charged that a group of film syndicators is steamrolling an attack against network television. In defending the KTTV testimony before the Senate committee, Moore wrote:

"Under the present networking system, independent stations like KTTV are being deprived of fair competitive opportunity to obtain programs. That is why we accepted the invitation of the FCC network study committee and the Senate Interstate and Foreign Commerce Committee to inform them of how present network policies are affecting independent stations like ours.

'Welcomes' NBC Statement

"Apart from the attacks on KTTV's motives, we welcome NBC's reply to our testimony. The issues are serious for the entire industry, for the public, and for the regulatory agencies of the government. Vigorous and open debate will help to clarify these issues and is bound to lead to a constructive solution."

Cammack Retires

(*Continued from page* 1)

world. He originally opened 13 of RKO's South American branches and headquartered there for several years.

He is a native of this city and resides here with his wife and three boys.

REVIEW:

D-Day, The Sixth of June

20th Century-Fox—CinemaScope

A POIGNANT love story, absorbing and warm, set in England during the World War II preparations for the Allied forces' landings on the beaches of Normandy, is the subject matter of 20th Century-Fox's CinemaScope and color by De Luxe adaptation of Lionel Shapiro's novel, "The Sixth of June." Topped by a well-balanced cast headed by Robert Taylor, Dana Wynter, Richard Todd and Edmond O'Brien, this picture, which runs the photographic gamut from fresh, tender romantic interludes to realistic battle sequences, should appeal to adult audiences and do well in all theatre situations.

Basically, this is a love story of a married American infantry officer who meets and falls in love with a young, beautiful British girl who has "an understanding" with a Commando officer. Under the masterful direction of Henry Koster, Taylor portrays the American captain and Miss Wynter is cast as the English girl. Todd is her British lover and O'Brien is cast as a martinet-type U. S. colonel with a strong desire to return home "as a general or as a corpse." All the principals register effectively in the touching story of a wartime love affair.

Produced by Charles Brackett and written for the screen by Ivan Moffat and Harry Brown, "D-Day, The Sixth of June" opens with Special Force Six, the combat outfit to which Todd and Taylor are assigned, on its way to the Normandy invasion aboard an assault boat. Both men begin reminiscing about their affairs and the story is told through the thoughts of Taylor, who recalls his meeting with Miss Wynter, their dates and their falling in love. Beneath and interwoven into this drama is the grim and desperate activity of the English and Americans who are preparing for the bloody assault on France.

The love affair between Taylor and Miss Wynter comes to an end when Todd, sick and wounded, returns from combat and the English girl decides that she has to go back to him. Taylor and Todd finally meet and together go into battle and, on the beaches of Normandy, the American officer is wounded while Todd is killed when he steps on a land mine. Back in England, Taylor sees Miss Wynter again in the hospital and tells her that he fully understands her loyalty and admiration for Todd. Miss Wynter doesn't tell him that Todd has been killed, but wishes him luck and leaves the ward, walking down a long, lonely hospital corridor.

Others capably supporting the top marquee names are such British and American players as John Williams, who is cast as a crusty old brigadier; Jerry Paris, as Taylor's wartime roommate; Robert Gist, as a cynical soldier, and Alex Finlayson as a Canadian officer who takes O'Brien on the Dieppe raid.

Running time, 106 minutes. Adult classification. For release in June.

LESTER DINOFF

20th to Receive

(*Continued from page* 1)

styled showing of the film at the Roxy Theatre.

The citation reads: "To Twentieth Century-Fox for recreating one of the nation's finest hours in its stirring new production, 'D-Day, the Sixth of June'." The Ivy Division was one of the first units to hit the Normandy beach in the D-Day invasion of World War II.

Miss Wynter will head an imposing roster of personalities and military figures at the film's 8:15 P.M. performance, which is being made into a tribute to the men of the famed military operation.

Among the military leaders attending will be Lt. General Thomas W. Herrin, Commanding General of the First Army; General Willis D. Crittenberger, General Cyrus Smith, General Joseph Carney, Major General George B. Barth, General Anthony McAuliffe, and officers and men of the 4th Division.

Allied of N.J.

(*Continued from page* 1)

rendered by representatives of distribution before the Senate Small Business sub-committee in Washington last week will be given to the ATONJ membership.

"After the report, we will consider and discuss a resolution authorizing a rebuttal," he said. Stern also said that a committee report will be made on the exhibition unit's survey on the utilization of film clips on television.

At today's meeting, Al Schwalberg, president of Gold Medal Productions, one of the many distribution officials attending the three-day convention of ATONJ, made an appeal for imagination and faith in the motion picture industry. He felt that industry get-togethers "such as this one is all very well, but film rentals should not be discussed at meetings like this." Schwalberg, who addressed the ATONJ at the invitation of Stern, said that film rentals are a personal matter between exhibitor and distributor. Sandy Howard of Theatre Promotions also addressed the meeting.

The ATONJ nominating committee presented its slate to the membership for officers of the coming year. Nominated for office were Stern, for president; Lou Gold and Howard Herman, vice-presidents; John Harwan vice-president for Southern New Jersey; Richard Turtletauk, secretary; A. Louis Martin, treasurer, and Irving Dollinger, board chairman and national representative.

Westrex

(*Continued from page* 1)

mentation," Gregg added, but "some degree of standardization is necessary in regard, for example, to optical sound-tracks versus magnetic tracks.

Sees 35mm. Continuing

He told newsmen that the only crystal-clear fact coming out of the Hollywood confusion is that the 35mm standard for projection prints will continue in ordinary theatres. It was his opinion that the bigger negative, for example CinemaScope 55, will continue as a "studio tool" only. He said it is designed to inject a greater maximum of "picture information" into the 35mm projection print and added that the case of "Carousel" was an example of this technique.

Expanding on the "studio tool" theme, Gregg said he believed wide projection prints may become necessary for drive-ins utilizing screens spreading out to as far as 160 feet or for road shows, but he added that promoters of road shows may find their projects impracticable and the studios may well find the drive-in an uneconomic outlet for 55mm or 70mm projection prints.

Asks Exhibitor Contribution

The Westrex official conceded that the present confusion in addition to bewildering exhibitors may eventually become an alibi for the exhibitors' cautious attitude toward whatever further investments in equipment may await them. Nevertheless, Gregg pinned his faith on the continuation of standard 35mm prints and said his concern is what contributions the work-a-day exhibitor gives to Hollywood's cost experimentation program.

Questioning whether the "real stuff" a studio puts into a negative gets over in many cases to the box office customer, Gregg said he believed too many theatremen have an easy-come-easy-go atttiude toward the developments in studio technique and frequently the projectionist is as much to blame as the theatre-owner. He believed the projectionist doesn't realize how much "heartache and enterprise" have gone into the product which he handles very casually.

Will Tour Western Europe

Gregg said he has had no experience with the Rank Precision Engineers' Projectomatic device although he planned to investigate the machine during his stay in London. After London, he will travel to Westrex branches in France, Switzerland, Austria and Yugoslavia and then on to Spain, Portugal and the U. S.

THIS IS **BURT LANCASTER** as "MIKE"

in

TRAPEZE



HECHT and LANCASTER
present

BURT LANCASTER **TONY CURTIS**

GINA LOLLOBRIGIDA

in

TRAPEZE

also starring KATY JURADO • THOMAS GOMEZ
with JOHN PULEO • MINOR WATSON

Directed by CAROL REED

Produced by JAMES HILL • Screenplay by JAMES R. WE
Adaptation by LIAM O'BRIEN
A SUSAN PRODUCTIONS Inc. Picture

CINEMASCOPE
COLOR by DE LUXE

READY IN JULY...

THRU
UA

TONITE

World Premiere - Los Angeles

THE WONDER SHOW OF THE WORLD

HECHT AND LANCASTER present

TRAPEZE

Fox-Wilshire Theatre 8:30 PM

Benefit Variety Boys Club of Los Angeles

Ed Sullivan will film
the star-studded event for the

JUNE 3rd CBS PROGRAM OF

THE ED SULLIVAN SHOW

In Person!

BURT LANCASTER • TONY CURTIS

THRU UA

Gala New York Premiere

Capitol Theatre — June 4

Giveaways

(*Continued from page* 1)

tery are "consideration, prize and chance," but that the proposed project would substitute skill for chance.

The giveaway plan would work like this:

Several one-minute film clips would be flashed on a theatre's screen preceding the last feature on a slow night of the week, possibly on Wednesdays. These excerpts would not identify the pictures from which they were taken; in fact, the task of identification would be left to the skill of the patrons. Each patron would be supplied with a guessing card as he enters the lobby. Upon seeing the excerpts from the pictures—all or most of which had been shown previously at the theatre—the patrons would attempt to identify the pictures by titles in the consecutive order shown. Those guessing all correctly, and in order, would split a jackpot prize, which would be put up by the theatre. The correct answers would be announced on the following Wednesday night and checks mailed out at that time.

Cites Two Advantages

The plan, according to Hyman, has two very decided advantages. First, from the standpoint of box-office, the individual exhibitor would particularly feel the effect, Hyman told the guilds. Secondly, if the plan is introduced on a national scale, Hyman said he believes that the resulting increased attendance would have a marked effect by also increasing the number of habitual theatregoers all over the country. If this happens, he said, not only the small operation, but the entire industry will reap rewards.

Hyman said that "almost everyone in the industry" sees the possibilities of such a promotion, but that some believe the task of clearing with every actor, director, producer and writer connected with each picture is insurmountable. Hyman does not agree. In a letter to Samuel Engel, head of the Screen Producers Guild, Hyman wrote that this roadblock would be removed when the parties directly concerned were advised of what it affords to their benefit. The general contention of the talent group is that they will accrue no direct benefits. But Hyman contended that they would benefit both directly and indirectly.

Claims Wide Benefits

Indirectly, he said, the whole industry would benefit through increased habitual attendance, renewed interest and greater box-office. Directly, he pointed out, the theatre men would be happy to run concurrent contests in which the audience is permitted to decide upon that picture of the group that they wish to see brought back. This, he told the guilds, would give the picture further opportunity for additional revenue—hence, royalties.

It is reported that National Screen Service has agreed to improvise and distribute old trailers to use as excerpts.

Referring to the success of Bank Night some years ago, Hyman said he believed "renewed interest" in the theatre can be triggered "by offering the public a time-proven incentive—cold cash."



REVIEW:

Secret of Treasure Mountain — *Columbia*

VALERIE FRENCH, Raymond Burr, William Prince and Lance Fuller are starred in this Columbia film of western adventure that should please most theatre patrons.

Performances are average but the cast nevertheless helps to boost the appeal of the adventure film which describes a man's lust for gold and how this determination eventually results in death for some and a change of heart for others. Romance is treated realistically but it does not overpower the story and screenplay by David Lang.

Produced by Wallace MacDonald and directed by Seymour Friedman, the film tells of an ancient Indian legend, as preached by the Apaches, of a gold treasure buried deep in a secluded desert mountain. Burr, a renegade, and Prince, a wayfarer, meet while outrunning a posse and subsequently run into Miss French, cast as the daughter of a British subject who has moved to the U. S. because of poor health. There, the secret of the mountain and the gold is told to them by Miss French and her father, Reginald Sheffield.

Using the piecemeal clues found in the mountain area, the group sets out to find the fortune but jealousy and the lust for money beset their quest. Miss French, Sheffield and Prince are united in the mission because they lack the greedy principles as displayed by Burr and a Mexican companion who is later murdered. Eventually, the treasure is bared to the conscientious group (Prince, Miss French and Sheffield) by an Apache who, sent there by his tribe to guard the fortune, plans their murders. But, in the fadeout, the three overpower the Apache and leave the mountain cave in time to see the treasure forever sealed by an explosion.

"The Secret of Treasure Mountain" provides a twist to the adventure film category in that the fortune is never recovered.

Running time, 68 minutes. General classification. For June release.

J. E.

RKO Signs Gregory

(*Continued from page* 1)

tion for RKO, Gregory now is preparing "The Naked and the Dead," based on Norman Mailer's novel of warfare in the South Pacific.

A production budget of from 10 to 12 million dollars has been earmarked for the Gregory pictures, the company has announced.

Serpe to Represent Italian TV Here

Radio-Televisione Italiane, the government controlled radio and television network in Italy, has named Ralph Serpe as its exclusive representative in the United States.

Serpe will handle the purchasing of American films for RTI while his assistant, Tony Ford, formerly of Music Corp. of America, will be concerned with the sale of Italian motion pictures to United States television outlets.

'Trapeze' Premiere

(*Continued from page* 1)

at the Fox Wilshire Theatre here. The proceeds will benefit the Variety Boys' Club of Los Angeles.

A sell-out audience of almost 3,000, including Hollywood stars, industry leaders, government officials and civic notables, will attend the "red-carpet" bow of the United Artists release, which will be photographed by TV cameras for national broadcast on the Ed Sullivan show over the CBS network on Sunday.

The "Trapeze" premiere will be reported around the globe via coverage by a 60-man press corps and the recording unit of the Voice of America, which will beam the lobby ceremonies and celebrity interviews to 19 countries in Europe and the Far East.

U-I's Exploitation Crew Completes Tour

Plans for the expansion of its feature and pictorial servicing of key city newspapers and the promotion of its summer releases, "Away All Boats" and "Toy Tiger," have been mapped by field exploitation representatives of Universal-International who are to make this service a regular activity in the company's exploitation program.

Representatives Jack Matlack, Ben Hill, Mike Vogel, Julian Bowes, Bucky Harris and Ben Katz toured 45 cities where they met with motion picture and Sunday newspaper editors in an attempt to increase the servicing of features, pictures and Hollywood news.

Tax Sessions

(*Continued from page* 1)

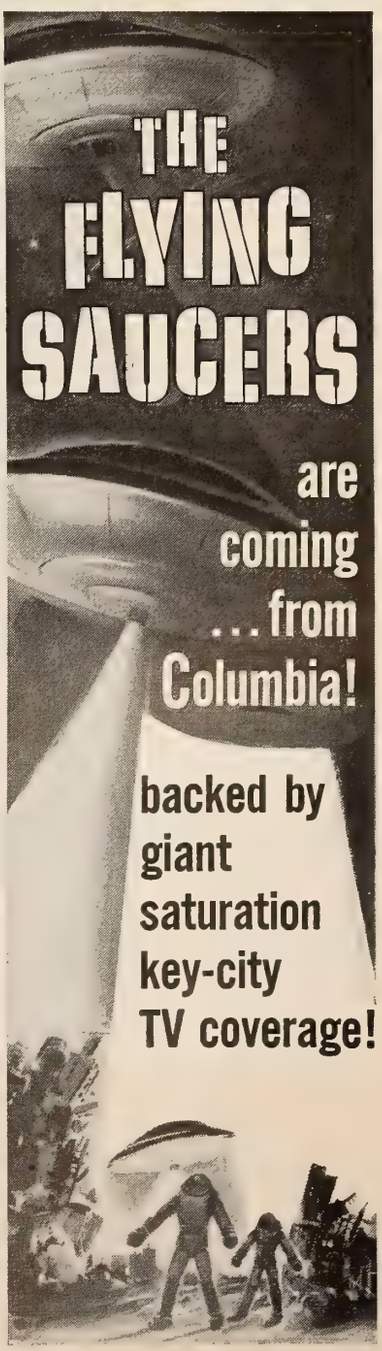
before next week, committee officials said.

The continued delay in committee meetings on the excise tax bill makes more and more uncertain the chances of enacting the bill this year.

All Briefs Now Filed In Schine Trust Suit

BUFFALO, May 28.—Briefs have been filed in the government's 18-year-old anti-trust case against the Schine theatre circuit and the matter now awaits the decision of Federal Judge Harold P. Burke.

The law firm of Raichle, Tucker & Moore, representing the Schine interests, has filed its briefs. The Government's third brief, and apparently the last, was filed in March.



About man's most desperate need ..and woman's!



"In the dark... when I feel his heart pounding against mine, is it love? Or frenzy? Or terror? Each day he grows more dangerous ... but how can I send him away? I've been so lonely... so terribly lonely..."



Joan Crawford

in her most unusual and dramatic role!

AUTUMN LEAVES

A WILLIAM GOETZ PRODUCTION co-starring VERA MILES · LORNE GREENE · RUTH DONNELLY and CLIFF ROBERTSON Story and Screen Play by JACK JEVNE, LEWIS MELTZER and ROBERT BLEES · Directed by ROBERT ALDRICH A COLUMBIA PICTURE

KEEP YOUR EYES ON THE UNUSUAL ADS FOR JOAN CRAWFORD'S MOST UNUSUAL AND DRAMATIC PICTURE!

KEEP YOUR EYES ON EXCITING NEW STAR CLIFF ROBERTSON!

Nat "King" Cole sings the song that has pre-sold the title via more than 6,000,000 records

Columbia's

"AUTUMN LEAVES" WILL TURN TO GOLD...at your box-office!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 105 NEW YORK, U. S. A., THURSDAY, MAY 31, 1956 TEN CENTS

Herman Levy Says

TOA Pledges Support to Any B.O. Lift Plan

Name-Calling and Strife Must End, Meeting Told

Special to THE DAILY

ATLANTA, May 30.—Theatre owners of America will lend all of its time, energy and the necessary effort to support distributors in their efforts to make the people of this country more motion picture conscious, and in any other way to "kill the gloom that pervades the industry," Herman M. Levy, TOA general counsel, told the joint annual convention of the Alabama Theatres Association and Motion Pic-



Herman M. Levy

(*Continued on page 7*)

208 Exhibit Booths Out of 298 Reserved For Int'l Trade Show

More than 70 per cent of the total booth space available has been sold for the motion picture industry's International Trade Show, which will take place at the New York Coliseum, Sept. 20-24. Of the total of 298 booth spaces, 208 have been sold to 111 exhibiting manufacturers, TESMA announced.

Three foreign concerns, one from

(*Continued on page 11*)

Withers, Partner Of Rhoden, Dies

Special to THE DAILY

KANSAS CITY, May 30.—Funeral services for Robert F. Withers, 61, president of Republic Midwest Film Distributors, who was stricken Monday night just before the opening of a baseball game between the Kansas

(*Continued on page 7*)

Stockholders Given Until June 6 to Study Zanuck Pact Data

Stockholders of 20th Century-Fox have until June 6 to examine all of the pleadings, minutes and data relating to the film company's proposed settlement of its contract with Darryl F. Zanuck, vice-president in charge of production, who is planning to become an independent producer.

Justice Thomas A. Aurelio of the Supreme Court of New York State on Tuesday granted a one-week extension to attorneys for 20th-Fox stockholders to look at all data and to file objections, if any, to the settlement terms.

Under his bench decision, Justice Aurelio also gave proponents of the settlement until June 11 to reply to

(*Continued on page 6*)

'War and Peace' Bow Here Aug. 23

The world premiere of Paramount's "War and Peace" will be held at the Capitol Theatre here on Aug. 23 as a benefit performance for the Tolstoy Foundation, an organization headed by Countess Alexandra, daughter of the late Leo Tolstoy. The purpose of the group is to bring over and assist refugees from the Iron Curtain countries.

The announcement was made on Tuesday at a reception in the Hotel Pierre, where Audrey Hepburn, Mel Ferrer and Countess Alexandra were the guests of honor.

Retrenchment Hits Rep. Home Office

Republic Pictures Corp. has curtailed its home office sales operations by eliminating 15 people in its contract department, three district sales managers, and certain advertising-publicity executives, it was reported here on Tuesday.

Russell M. Moss, executive vice-president of Local H-63, the Home Office Employees Union which has a collective bargaining agreement with the film company, stated that 15 Republic members have been laid off, effective tomorrow. He said that seniority principles were utilized in the layoffs.

It was also reported that Republic has notified three of its district sales managers that they too are affected under the curtailment. The executives were not identified. Among the advertising-publicity officials said to

(*Continued on page 11*)

MPEAA Ratifies Israel Agreement

Ratification of the agreement signed last May 15 between Eric Johnston, president of the Motion Picture Export Assn. of America, and the Israel government was given Wednesday at a meeting of the board of directors of the MPEAA.

The new agreement, which is effective July 1, is substantially the same as those of previous years which permitted unlimited export of films to

(*Continued on page 11*)

REVIEW:

The Proud and Profane

Paramount—VistaVision

HERE IS a convincing portrayal of the more seamy side of combat duty with the American Red Cross, behind the fighting lines of the United States Marines in the big South Pacific push of World War II. It is compelling because these are character studies carefully drawn, and the going is "rough"—in Marine parlance. Produced for Paramount by Perlberg-Seaton, in VistaVision, it is the first picture to be seen in the new dimensions in black and white, but nothing is lacking in its presentation. The 'Scope is there, with settings so authentic they seem as real as reality itself.

William Holden, as Lt. Col. Colin Black, in command of the Marine Fifth Raiders, is hard, grim and cruel, and the viewer will hardly know him as a dark, intense part-Indian, with black hair and mustache. Thelma Ritter has a grand part as Kate Connors, who runs the Red Cross station

(*Continued on page 6*)

Resolution Passed

Showmanship Rebirth Asked By N.J. Allied

Urges Participation by All Industry Branches

Special to THE DAILY

KIAMESHA LAKE, N. Y., May 30.—A back-to-showmanship movement which would involve all three branches of the industry was advocated here yesterday in a resolution passed by Allied Theatre Owners of New Jersey at the closing session of its annual convention.

The association also moved to petition the Attorney General for a more thorough policing of the consent decrees by the Department of Justice.

In another resolution, New Jersey Allied reaffirmed its position in regard to permitting divorced circuits to engage in production, provided monopolistic practices would not be permitted.

The sagging boxoffice, it was stated, can be restored through cooperative

(*Continued on page 6*)

25 Thrillarama Units Set; Prints Expected Within Four Weeks

Special to THE DAILY

DALLAS, May 30.—With the completion of the first 25 special Thrillarama equipment units, Al Reynolds, president of Thrillarama Productions, Inc., announced the appointment of J. C. Skinner to head a nationwide staff of engineers assigned to "Thrillarama Adventure." Skinner is chief engineer for Sterling Sales & Service Co., Inc., a subsidiary of Interstate Circuit, of Dallas. Skinner, together with J. H. Davis,



J. C. Skinner

(*Continued on page 11*)

PERSONAL MENTION

BURTON E. ROBBINS, National Screen Service vice-president in charge of sales, will return to New York on Monday from Memphis.

•

WILLIAM A. SCULLY, former Universal Pictures vice-president and general sales manager, has returned to his Florida home following a week in New York.

•

F. E. JOHNSTON, production manager for Figaro, Inc., and ALFRED KATZ, public relations consultant, have left New York for Saigon, French Indo-China.

•

LEO PILLOT, 20th Century-Fox special events manager, and MRS. PILLOT have returned to New York following a honeymoon cruise to Nassau.

•

SOL A. SCHWARTZ, president of RKO Theatres, and MRS. SCHWARTZ will leave here tomorrow aboard the "Liberte" for Europe.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, will arrive in Oklahoma City today from Dallas.

•

HARRY F. SHAW, division manager for Loew's Poli-New England Theatres, has returned to Hartford with MRS. SHAW from a Caribbean cruise.

•

JACK GOLDBERG, M-G-M manager in Albany, N. Y., has returned there from Atlantic City.

•

NORMAN WHITMAN, Albany branch manager for Universal Pictures, has arrived here from upstate New York.

•

JOHN IRELAND will leave here today for London via B.O.A.C.

Mrs. Wister Heads Charlotte Wompis

CHARLOTTE, May 30. — Mrs. Viola Wister is the new president of the Charlotte Wompi Club. She succeeds Mrs. Myrtle Parker.

Also elected by the club were Miss Nancy Wilson, first vice-president; Mrs. Billie Harris, second vice-president; Mrs. Margie Thomas, corresponding secretary; Mrs. Vera Ledbetter, corresponding secretary, and Mrs. Mildred Warren, treasurer. Elected to the board were Mrs. Verdah Looper, Mrs. Rosalind Hutton, Mrs. Margaret Raines and Mrs. Alice Craver.

Officers will be installed at the installation banquet at the Hotel Charlotte on June 25.

Quigley, Jr., Writing 'Roxy's' Biography

Martin Quigley, Jr., editor of "Motion Picture Herald," has received an assignment from Dr. Robert Livingston Schuyler, editor of the Dictionary of American Biography, to prepare a biographical article on the late Samuel Lionel Rothafel, who was best known as "Roxy." The article on "Roxy" will appear in the new Supplement of the Dictionary of American Biography devoted to prominent Americans who died during the period from 1936 to 1940. Friends and associates of "Roxy" are invited to write to Mr. Quigley giving recollections of the famous showman which have not yet appeared in print.

Annual Detroit Tent Golf Party June 25

DETROIT, May 30.—Tent No. 5 is holding its annual golf party on Monday, June 25. As in previous years, it will be staged at the Tam O'Shanter Country Club, Orchard Lake Road, in Orchard Lake. All exchanges will close.

All the trappings of this famous annual event will again be in evidence, with added attractions. The door prizes will number more than 100, with an average value of $60 each. Top prize is a 1956 hard top Buick.

Milton Zimmerman is chairman of the golf party committee; Jack Zide, chairman of the prize committee, and Jack Haynes and Tom Byerly co-chairmen of the ticket committee.

'Hell and Back' Wins Servicemen Honors

FRANKFURT, Germany, May 30. —"To Hell and Back" and "Bridges of Toko-Ri" walked off with top honors among GIs and airmen stationed in the European theatre, according to a survey just completed by the armed service publications, "Army Times" and "Air Force Times."

The list of 18 Army pictures that sold over 100,000 admission tickets for the period from January, 1955, through February, 1956 included five military pictures—"To Hell and Back," "Bridges of Toko-Ri," "Strategic Air Command," "Battle Cry" and "Long Gray Line." "To Hell and Back," starring Audie Murphy, Congressional Medal of Honor winner, topped them all, with 187,000 tickets sold.

TV Hearings Postponed

WASHINGTON, May 30. — The Senate Commerce Committee has postponed one day, from June 11 to June 12, the resumption of its television hearings. The heads of the three leading networks will be heard, starting then.

'Feeling' Previews Starting Tomorrow

Exhibitors and film buyers, film critics, editors and other "opinion makers" in all parts of the U. S. tomorrow, Monday and Tuesday will attend special nationwide previews of "That Certain Feeling" in selected theatres as guests of Paramount and Bob Hope, star of the comedy.

Hope has sent telegrams to the showmen and press representatives who will attend, asking them to advise him of their reactions to the picture following the previews. Additionally, the comedian will address the nationwide preview audiences briefly prior to the start of the film over the theatres' loudspeakers via a special recording he has made in Hollywood.

Three Screenings Tomorrow

Tomorrow's screenings will be held at the State Theatre, Minneapolis: Paramount, Portland, Ore., and Paramount, Seattle.

The majority of the special previews will be held on Monday, with these situations selected: Palace, Albany; Garden Hills, Atlanta; Metropolitan, Boston; Paramount, Buffalo; Carolina, Charlotte: Florida, Jacksonville; Paramount, New Haven; Imperial, New Orleans, and Loew's State, Cleveland.

Also, Michigan Theatre, Detroit; City Line, Philadelphia; Penn, Pittsburgh; Keith's, Washington; United Artists, Chicago; Des Moines, Des Moines: Keith, Indianapolis: Towne, Milwaukee: Orpheum, Omaha; Majestic, Dallas: Paramount, Kansas City; Strand, Memphis; Harber, Oklahoma City; Missouri, St. Louis; Hollywood Paramount, Los Angeles; Denham, Denver; Center, Salt Lake City, and St. Francis, San Francisco.

In New York on Tuesday

On Tuesday, the special previews will be held at the Paramount, New York, and Keith's, Cincinnati.

Tribute to Invaders At 'D-Day' Premiere

A tribute to the men of the D-Day invasion of World War II highlighted the world premiere of 20th Century-Fox's "D-Day, the Sixth of June," Tuesday evening at the Roxy Theatre in New York.

Lt. Gen. Thomas W. Herrin, commanding general of the First Army, and General Willis D. Crittenberger and other military leaders, Pentagon officials and civic leaders joined with Dana Wynter, star of the drama, at the initial showing. The National 4th (Ivy) Division, one of the first units to storm the Normandy beachhead, was co-host at the performance.

Robert Taylor, Richard Todd and Edmond O'Brien star with Miss Wynter in the CinemaScope film.

Argentina Imports From United States Dropped in 1955

From THE DAILY Bureau

WASHINGTON, May 30. — T number of U. S. films released Argentina last year slumped shar the Commerce Department report

Film chief Nathan D. Golden s that during 1955, 335 feature fi from all countries were released Argentina, compared with 368 1954. The entire drop, Gol pointed out, was accounted for b drop in the number of U. S. fi released, which fell from 234 in 1 to 196 in 1955. In other wo while the total number of films leased by all countries was dropp by 33, the number of U. S. fi released fell by 38.

N.E. Regal Pictures To Dissolve Today

BOSTON, May 30.—Regal Pictu Corp. of New England is to be solved tomorrow and the two ficers, Edward Ruff, president, Irving "Mac" Farber, treasurer, each setting up his own independ distributing company. On Frid Ruff will open new offices for the tribution of independent films, to called Edward Ruff Film Associa while Irving Farber is remaining the present office, where his company will be known as Royal tures Corp. of New England, also the distribution of independent pr uct.

Another independent film distri tion corporation, Embassy Pictu Corp., has moved to new and lar quarters. Joseph E. Levine, pr dent, has purchased a two-story, conditioned building.

W. Coast of Mexico To Get New Circuit

MEXICO CITY, May 30.—Ten 12 theatres are to be built in towns on the 1,500-mile route al the Pacific Coast from Tepic, cap of Nayarit State, and north and to Nogales on the Arizona border

Operadora de Teatros, a Mexi theatre circuit, disclosed that the s are being chosen now and that c struction will start later this y Modern equipment is to be insta in every theatre, the circuit added



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

Marie Weigler, secretary to a succession of United Artists branch managers at Cleveland over a period of 12 years, has resigned to join her family at Wellesley Hills, Mass. **Mildred Walchli** succeeds her as secretary to branch manager **Dan Rosenthal.**

¤

Herbie Burke, who left burlesque to manage the Savoy Theatre at Toledo, O., has returned to the stage.

¤

Tom Glynn, head of the camera department of Crawley Films, Ltd., Ottawa, has been transferred to production manager of the firm. **Stanley Brede** was named chief cameraman. **Peter Cock** was transferred director of the TV commercial division while **Quentin Brown** was named senior producer-director.

¤

Norman Cerf, director and film editor, has been signed by **Albert Joyce** in Hollywood as head of the editorial department of the newly-formed Joyce International Pictures Co.

¤

Joyce Stokes has resigned from the Atlanta branch of Republic Pictures and now is with MGM in the same city.

¤

Jack Frost, special sales representative of United Artists in Atlanta, is hospitalized following a heart attack and stroke at Montgomery, Ala.

¤

H. M. Abbott of Chattanooga, Tenn., has been appointed manager of the Family Drive-In at Johnson City, Tenn. For the past 11 years Abbott has been a theatre manager in Chattanooga and McCaysville, Va.

Perakos New Britain Theatre Picketed

HARTFORD, May 30. — For the first time in 50 years, labor trouble has broken out at a Perakos theatre. Pickets appeared in front of the Perakos Theatre Associates' Arch St. theatre, a subsequent-run house in New Britain, Conn., with difficulty involving employment of regular and relief projectionists causing union walkout.

Sperie Perakos, P-T-A's general manager, asserted the union demands included two regular projectionists and two relief men, plus two weeks' vacation and a day off for each man. These were secondary jobs for the men, he said, because they have other positions in the city, and also that rigging business at the Arch St. made these demands prohibitive.

At NATKE Edinburgh Convention

British Unions Move for Aid to U.K. Production

By PETER BURNUP

LONDON, May 28. (By Air Mail).—A four-point program proclaimed essential to the future of British film production is incorporated in a resolution to be offered to the annual conference in Edinburgh of the National Association of Theatrical and Kine Employes, headed by Sir Tom O'Brien.

Proposed by NATKE representatives from British Lion and the governmentally owned Shepperton Studio, the resolution calls for:

¶ A drastic reduction in Entertainment Tax paid on all cinema seats;

¶ A high percentage of this saving to go to film production;

¶ The continuation of the National Film Finance Corporation *with a larger sum available to British producers;*

¶ High-level talks with American and other interests with a view to a more equitable showing of British films abroad.

Although Sir Tom, as general secretary of the union, can have no official hand in the drafting of the reolutions presented to the conference, it is generally accepted that the references in the resolution to the participation of American-financed films in Eady bonuses and to the "more equitable showing of British films abroad" have his benisons. He has been talking in that sense to responsible Americans for some time.

Richard Walsh Attending

Richard F. Walsh, head of the American IATSE, is attending the conference as a fraternal delegate at O'Brien's invitation. Both Walsh and Eric Johnston, MPAA president, due here next month, will undoubtedly be primarily concerned—although from different angles—with developments which threaten to embitter Anglo-American film relations; one, the growing number of American pictures here, and the other, that old allegation that American interests wilfully obstruct screenings of British pictures in the U. S.

Walsh has gone through a considerable ritual of receptions since his arrival here. James Carreras and senior members of the London Variety crew entertained him to lunch and on the same day O'Brien's NATKE executive gave a dinner in his honor. The next day MPA's London office gave a cocktail party attended by practically all the industry's leaders here. O'Brien took him to Blackpool for the opening day of CEA's convention there and thereafter to Edinburgh for the NATKE gathering.

Union Merger Seen Near

It is learned here with authority that preliminary behind-the-scenes moves have taken place for the amalgamation here of the currently warring unions catering for film industry employees on the lines of IATSE.

A set-up on such lines would be favoured by all sections of the industry, but its consummation could be achieved only in the exercise of near-miraculous diplomacy, so widely diverse are the political outlooks and ideologies of O'Brien's conservatively-minded NATKE and George Elvin's red-tinted and rampageous Act.

Nevertheless, those back-stage moves have been taking place.

A significant indication thereof is to be seen in a resolution scheduled for proposal at NATKE's Edinburgh conference in the following words:

"This conference resolves and instructs the National Executive Council to take the initiative of convening a meeting of all the recognized unions in the entertainment industry for the purpose of exploring the possibility of forming a federation of all such organizations."

W. Va., Not N.Y. Hyman Advocates Give-Aways

The authorship of a current plan before major companies and Hollywood guilds, designed to improve theatre attendance through nationwide cash giveaways for identification of screened film clips, was inadvertently attributed by "Motion Picture Daily" on Tuesday to Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres. The Edward Hyman who conceived the plan is head of a West Virginia theatre circuit.

AB-PT's Hyman said that various of Paramount's theatres engaged in cash giveaway contests prior to World War II with results which discourage the circuit from participating in similar projects again.

$35,000 to Charity Via 'Trapeze' Bow

LOS ANGELES, May 30. — The Variety Boy's Club benefitted to the extent of $35,000 at the world premiere of United Artists' "Trapeze," held Tuesday at the Fox Wilshire Theatre before a distinguished audience of entertainment world luminaries, civic dignitaries and top-echelon executives from the several branches of the industry.

The world premiere here will be followed by similar-type regional bows in the Capitol Theatre in New York on Monday and at the United Artists Theatre in Chicago on June 14.

A saturation booking of almost 400 prime dates will be inaugurated during the July Fourth holiday week.

U.S., Italy at Bottom

France's Film Exports Rose 8.9% in 1955

By HENRY KAHN

PARIS, May 27 (By Air Mail).—French film export receipts showed an overall increase of 8.9 per cent in 1955, and of 12.7 per cent within the French Union, according to a National Film Centre report just released.

Total foreign receipts amounted to £3,211,000, including £559,000 from the French Union.

Germany topped the list of French film importers with £579,000, with Belgium and the Belgian Congo following with £490,000 and North Africa with £454,000. Great Britain accounted for £109,000 and the U. S. for £73,000. Italy is at the bottom of the list with £64,000.

Olympic Coverage Showdown Friday

A showdown on the matter of coverage of the November Olympic Games in Melbourne, Australia, by four domestic agencies that furnish news film to TV stations has been scheduled for tomorrow, when William Kent Hughes, of Melbourne, Olympic committee chairman, will meet with agency officials.

Representatives of CBS, NBC, INS-Telenews and United Press-Movietone News will attend the session at the Australian News Bureau to present their case for filming of the fall event. To date, the issue has been deadlocked and revolves around the demand by Hughes and the committee that the film agencies pay for rights and that they not be permitted to film the games simply because "they consider themselves to be on a par with still photographers and the press."

Four-Point Plan Offered

The network and newsreel companies have maintained they have a right to cover the games on a par with the press and pointedly told Hughes, through a spokesman in Australia that, under no circumstances, would they pay for film rights. They have offered a four-point plan which undoubtedly will come up for discussion at the session. Basically, they offer a "pool" system whereby they would pay actual expenses incurred by film companies in obtaining Olympic coverage.

In contrast, Hughes has planned to film the games and market the negatives on a world-wide basis, with a principle of "first come, first served."

Meanwhile, theatrical newsreel agencies have disclosed that they are fairly assured of obtaining Olympic game coverage no matter what the outcome of tomorrow's meeting might be.

BURSTING ON THE



BOMB!

THE PRODUCERS OF "I'LL CRY TOMORROW" HAVE STRUCK ANOTHER GOLD-MINE!

True-life stories make powerful movies. This is the story of an amazing guy, his "Blackboard Jungle" youth, his up-hill fight for a place in the sun — and the beautiful love of a tenement girl that gave him a reason to live.

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Every heart-beat of the book is on the screen!

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M-G-M presents the true-life story

"SOMEBODY UP THERE LIKES ME"

Starring

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with

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Screen Play by **ERNEST LEHMAN**

Based on the Autobiography of **ROCKY GRAZIANO** · Written with **ROWLAND BARBER**

Directed by **ROBERT WISE** · Produced by **CHARLES SCHNEE**

★

(Available in Perspecta Stereophonic or 1-Channel Sound)

FROM M-G-M, THE HOTTEST COMPANY!

N.J. Allied Reelects Dollinger and Stern Chairman, President

Special to THE DAILY

KIAMESHA LAKE, N. Y., May 30. —Allied Theatre Owners of New Jersey, at its 37th annual convention at the Concord Hotel here, yesterday reelected Irving Dollinger and Sydney Stern as board chairman and president, respectively.



Irving Dollinger

Dollinger was again named as the ATONJ's representative to the board of directors of Allied States Association, the national exhibition group of which New Jersey Allied is an affiliated unit.

Other officers of the ATONJ who were elected were Louis Gold, John Harwan and Howard Herman, vice-presidents; Richard Turtletaub, secretary, and A. Louis Martin, treasurer.

The board of directors of ATONJ for the coming year include Bud Sheer, William Infald, Henry Brown, John Fioravanti, Herb Lubin, Maurice Spewak, Jacob Unger, Wilfred Smith, Peter Adam and Sam Engelman.

Dr. Sukarno Guest of The Industry Today

HOLLYWOOD, May 30. — Eric Johnston, president of the Motion Picture Association of America, will be the official host Thursday night to Dr. Sukarno, president of Indonesia, who will be the guest of the film industry throughout his one-day stay here.

On Thursday morning Dr. Sukarno and party will tour the M-G-M studio, motoring from there to Disneyland, where the Indonesian President and his small son will visit that institution and be guests at lunch with Walt Disney.

Roy Rogers' ranch in Chatsworth also will be visited by the party.

On Thursday evening Dr. Sukarno will be the honor guest at a banquet in the Beverly Hills Hotel.

New Mexico Theatre

MEXICO CITY, May 30. — There are now 138 active theatres here, the heart of Mexico, population 4,005,-175, with the opening of the swanky secondary first run Cine Tlacopan, seating 3,500. Carlos Novoa, ex-director general of the Bank of Mexico, makes his debut as exhibitor with this theatre.

The Proud and Profane

(CONTINUED FROM PAGE 1)

on this far-flung isle. Deborah Kerr, arriving from Stateside for Red Cross duty, is the widow of Lt. Howard Ashley, killed in action on Guadalcanal. Other fine performances are by Dewey Martin as Eddie—a friend of Kate's from Brooklyn—and William Redfield, as the chaplain who arouses the antagonism of Colonel Black for his tendency toward "softness" with the fighting men.

When Deborah Kerr arrives, blonde and beautiful, the predatory colonel immediately sets his sights for her, as a personal conquest. She resists, but he isn't that kind of a fighting man. So she falls in love with the man whom she detests. There is a remarkable sequence of scenes in which the dialogue, without missing a syllable, moves from scene to scene by dissolves, showing the couple in active discussion of their affair, over many days of courtship and conversation, even to the final shot of Deborah telling Thelma of the consequences. Such progressive action has seldom, if ever, been presented in a continued scene, and George Seaton is to be commended for the fine personal direction which shows so vividly in all of this powerful story. The affair grows to a climax, the colonel is moved out on a mission, and finally, one of his wounded men, returning, dictates a letter which Deborah writes for him, in which he conveys regards to the colonel—and his wife! Which is the first that Deborah has known that he is married.

For obvious reasons, this results in a bitter meeting, her attempt at suicide, his violent handling of the situation and her loss of the child. Consumed with bitterness, she wants to leave but stays on at Kate's request and is transferred to Guadalcanal, on duty near the military cemetery where her husband lies. She avoids going to his grave, but finally decides to find it and is guided by a mental patient who talks about his buddies who are buried here. The unbalanced boy pours out the story of Lt. Ashley and "his selfish wife" back home—a shocking story for Deborah's ears—and an awakening. She returns to find the colonel's detachment in emergency treatment with many wounded, and the colonel among them. In the meantime, the colonel's ailing wife has died in a Washington hospital.

He has a brain injury, so all he can repeat, over and over again, are the words, "Forgive me!". The chaplain says that God, for his sins, is making him write the words on the blackboard 500 times. Deborah decides that she can wait until he comes out of shock to tell him his prayer is granted, so far as she is concerned. It's a proper ending for a bitter tale. But there are many compensating moments for the grim tragedy, and the view behind the scenes of the activities of the American Red Cross can do much for our country's future. Thelma Ritter provides most of the comedy, some of the tragedy and one of the best examples of her career as an accomplished actress.

Running time, 111 minutes. Adult classification. For June release.

WALTER BROOKS

Slate Stage Shows For Rocky Mt. Area

DENVER, May 30. — Frank H. Ricketson, Jr., president of Fox Inter-Mountain Theatres, has added a concert and legitimate stage show booking department.

Paul Anglim, who has headed the foreign and art film department, will have charge of the new activities. The first to be booked under this plan will be "The Boy Friend," which will appear at the Denver for five nights and two matinees, beginning June 19.

RESERVE JUNE 14th
FOR A GREAT DAY OF FUN AT THE—
FILM INDUSTRY GOLF TOURNAMENT

More 'Buck Nights' In Conn. Drive-ins

HARTFORD, May 30. — Importance of "Buck Nights"—evenings on which cars are admitted for $1, regardless of number of passengers—is noted in Connecticut outdoor theatre midweek operations. Numerous drive-in theatres are running "Buck Night" policies one evening a week. And the trend seems upward.

The Brandt Portland (Conn.) Drive-In has shifted "Buck Night" from Tuesday to Thursday, with "Early Bird" policy, stressing main feature showing first, now on Tuesday.

The Croton (Conn.) Drive-In, operated by Henry Picazio and associates, has launched "Buck Night" on Tuesdays and Thursdays, and is advertising: "Come one, come all! Bring Grandma, Grandpa, even your Mother-in-law!"

Showmanship

(*Continued from page* 1)

promotion and showmanship clini President Sydney Stern pointed that the M-G-M clinics had been su cessful and that the same efforts co be made advantageously on an inclusive scale.

The association went on record favoring all-inclusive arbitration, cluding film rentals, but that if the latter, then at least there shou be an allowance for the arbitration sales policies.

Want Decrees Policed

Members said that more vigile in policing the decrees was necessa especially in New Jersey, where, th said, violations are frequent. Th indicated that the Department Justice apparently looks the other w in regard to violations.

The current boxoffice slump nee the attention of the entire indust Stern said, adding that "we all b lieve in the industry but all branch must get together in order to aga attract the public in large number

Fox Stockholders

(*Continued from page* 1)

any of the objections filed by t stockholder's attorneys, who, at Tu day's hearing, represented more th 1,250 shares.

Maurice Hellman, Abraham Mar owitz and Barry Golomb, lawyers f 20th-Fox stockholders, asked Justi Aurelio to adjourn the hearing "for reasonable amount of time so th stockholders could examine all t pleadings, the stenographic minut and the proof adduced concerni the fairness and reasonableness of t proposed settlement," and the repo of the court-appointed refere Golomb, who said that he represent six stockholders, among them the G bert brothers, told the court that t referee's report in the Zanuck settl ment "was unavailable to the stoc holders" and that the 20th-Fox noti of the hearing and filings "w inadequate."

Jurist to Study Testimony

Justice Aurelio, after hearing th three attorneys for the stockholde and lawyer Milton Paulson, wh represented the defendants, said th he will study all affidavits and obje tions, if any, to the settlement filed June 6 and June 11 and decide whether a hearing or ruling necessary.

Comic Section Ads Plug 'Toy Tiger'

"Toy Tiger," Universal-Internatio al's Technicolor comedy, which ha its world premiere at the Fulto Theatre in Pittsburgh Wednesda launching a series of pre-release ter torial saturation openings during th early part of June, is being backed b a series of territorial comic sectio newspaper ads listing all the theatr in the particular territory participa ing in the territorial launching.

EVIEW:

ififfi

M.P.O.

OR those specialty houses with pa-ons who go for suspense and melo-rama, this 118-minute United Motion icture Organization release is a sure et to please. A French import with ood English titles, "Rififi" should stir ie imagination of those who revel the near-fantastic. The story of bbing a jewelry store of $343,000 gems may not be so startling in ie U. S., but in France, this appar-tly would rival the Brink's theft.

Most patrons will not be familiar ith the cast of Jean Servais, Carl Iohner, Robert Manuel and Janine)arcey, but the story offsets that em. Here, crime is treated fac-ially and realistically, but law and rder win out in the end.

Director Jules Dassin, who wrote ie screenplay and portrays one of ie gang members, proves to be quite apable at creating and maintaining uspense. He sets the pace at the utset and continues to the fadeout. tory-wise, this art film treats of the unning robbery pulled by a four-ember gang which finds that the oney leads to their downfall rather han their intended life on "easy treet." A rival gang, learning of he theft, plots to "relieve" the riginal robbers of the money and here follows a thrilling gang war. ll are killed by one form or another nd the moral that "crime doesn't ay" provides the dramatic finale.

Running time, 118 minutes. Adult lassification. For June release.

J. E.

Newsreels Plan for Political Conventions

Representatives of the major news-eel companies are currently meeting n Washington with publicity com-nittees of the Democratic and Re-ublican parties to complete details nd arrangements for the covering of he respective conventions in Chicago nd San Francisco this summer.

In most cases, newsreel staffs at Chicago and San Francisco will be olstered by cameramen from the New York, Washington and Los An-geles offices so that full coverage may e given to the political meetings. Plans also call for the using of a re-eater at the conventions that will ermit all newsreels to tie on to one nicrophone.

No difficulties have been forecast y Walton C. Ament of Warner-Pathe News, nor by Tom Mead of Universal-International News. Both aid the Washington meetings would olve the problems of coverage and ssure both parties of equal newsreel eporting.

UK Film to DCA

"Private's Progress," a Boulting Brothers' British comedy, has been acquired by Distributors Corp. of America for release in the United States.

TOA for Any Plan to Aid B.O.

(Continued from page 1)

ture Theatre Owners and Operators of Georgia.

Speaking at the exhibition meeting at the Dinkler Plaza Hotel here yesterday, Levy declared that TOA "is pleased that a very important step is under way by the distributors." Their advertising and publicity heads met last week and decided to explore these fields:

Approves National Tour

"That the company heads, accompanied by their advertising and publicity heads, tour the nation in a massive effort to make the people of this country more motion picture conscious, and to attempt to kill the gloom that pervades the industry;

"That a symposium on motion pictures and on the motion picture industry, be staged in Hollywood under the sponsorship of the entire industry, to which symposium motion picture critics from all over the country would be invited and would be given an opportunity to explore the studios and, then, to send their impressions, etc., back home for their readers. I, for one, have always felt that no one is adequately equipped to judge pictures, and what goes into making them, unless he has been exposed to the workings and to the problems of a studio;

"That a business management organization be engaged to conduct a market analysis in an effort to increase the operational efficiency of the industry;

Calls for Advertising

"That there be direct advertising of an institutional nature—encouraging the public to get out of the house on the premise that once they do get out, then, at least, the motion picture theatres will have an equal chance to get a piece of their amusement dollar. The industry cannot compete with the living room rocking chair.

"That new merchandise ideas be evolved to the end of boosting attendance."

The TOA general counsel told the southern theatre owners convention that all of these are "laudable projects. They represent a great step forward and a great service to the industry, and we, of TOA, hope they will all come to fruition as they represent sound thinking. They represent distribution's willingness to do something about the brutal beating the box office is taking."

Decries Internal Strife

Levy pointed out that exhibition also is concerned with "defending ourselves against intra-mural attack and that we have no strength nor initiative left to do anything progressive about the failing box office." He said that the industry has just seen itself and its internecine strife and warfare paraded before the Senate Small Business subcommittee and "it is a pity that the low ebb of distributor-exhibitor relations had to be given the national spotlight."

The exhibition attorney, continuing on, said that there are two major problems confronting exhibition and they are the lack of a steady flow of playable product—an inventory—and distribution's demands for prohibitive film rental for those films that are available. He also made mention of the "lost audience," declaring that these problems, and the others, must be solved before any appreciable gain will be reflected at the box office.

Saying that both the "fault and the cure lie within the industry," Levy added that the "problems exist and must be solved if the industry is to survive with at least part of the great glory and success it has had. Name-calling will not help, and there must be an end to it."

Favors Conference

Levy, commenting on the call for an industry conference "so that proposed plans may be thoroughly gone into, and so that other good ones may evolve from an exchange of ideas, announced at the joint exhibition meeting that TOA will be most happy to name a small committee of long vision men to sit with distribution heads to determine where such a conference should be held, and if so, what the agenda should be. We cannot, of course, speak for the Allied States Association, but it is a reasonable conclusion to draw that it would be willing to do likewise."

This is not solely exhibition's responsibility—it is an industry matter, Levy said. "The industry is a sick, apathetic, and depressed patient and not to minister to it immediately is shortsighted, and may be fatal," he concluded.

Starr Points to Quality Product

Another talk concerned the problem of the small town exhibitor. The speaker, Alfred Starr, president of Bijou Amusement Co., Nashville, and former president of TOA, opened the afternoon session by seeking to allay the fears of exhibitors regarding subscription television, which he sees as a development only in the distant future, if at all. He urged the delegates to give their attention to the fewer-but-better pictures scheduled for 1956-'57.

Reports of officers and directors were received during the session.

Incumbent officers of the organizations will serve during the coming year.

Withers Dies

(Continued from page 1)

City Athletics and the Chicago White Sox at Municipal Stadium and died a few minutes later in the first aid room. will be held here tomorrow.

Withers before going to game had attended a directors meeting of Commonwealth Theatres. He had been branch manager of Republic Midwest Film Distributors since 1935.

For 30 years, Withers had been a partner of Elmer Rhoden, president of National Theatres, in theatre holdings and a ranch.

National Pre-Selling

THE full-color cover on the May 28 issue of "Life" has a scene from "The King and I" spotlighting Deborah Kerr and Yul Brynner.

Six pages in the same issue have color photos made on the production sets of this new picture. A full page is devoted to a picture of one of the king's wives who is having trouble with her hoops. It's a moot question whether her heart is in the right place.

Another page has scenes from the ballet "The Small House of Uncle Thomas," a Siamese version of "Uncle Tom's Cabin," which is actually the plea of the character Tuptim for freedom. In her flight from King Simon of Legree and his bloodthirsty dogs, she runs into rice-paper rain, is saved when Buddha turns a silken river into rice.

•

"The Man Who Knew Too Much" has been selected as the Silver Cup awarded winner for June by "Redbook."

•

The readers of "Collier's" June 8 issue will be impressed by the high jinks performed by Frank Sinatra and Bing Crosby and reproduced on a full-color, two-page spread in this issue. Sinatra and Crosby appear in "High Society" with Grace Kelly. The story gives the impression the picture is bright, sparkling and full of good humor. The readers' attention is called to this story by a photo of Sinatra and Crosby on the front cover, which also mentions "High Society."

•

An eye-arresting, two-page, color spread in brilliant colors on "The King and I" appears in the June issue of "McCall's." The throne room, which fills the largest indoor set ever used, with walls papered in gold leaf, is one of the photos used in the story. Another is the garden set which is used for a moonlit setting for two of the show's most beautiful songs, "Hello, Young Lovers" and "We Kiss in a Shadow."

•

"The Searchers" is reviewed in the June 12 issue of "Look." An attractive two-color layout is used for this new Warner Bros. picture. It was produced by C. V. Whitney, who aims to create an "American Series" of motion pictures to tell the history of the United States. "The Searchers" was directed by John Ford and stars John Wayne.

•

The color cover of "This Week's" June 3 issue is devoted to Marisa Pavan, star of "The Man in the Gray Flannel Suit" and "The Rose Tattoo." Louis Berg has created an interesting layout for this issue titled "Playback for Lovers." It depicts how Miss Pavan and Gregory Peck perfected some important scenes in "The Man in the Gray Flannel Suit."

WALTER HAAS



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COLUMBIA PICTURES

announces

the commencement of shooting

in the British West Indies of

THE WARWICK PRODUCTION

STARRING

RITA HAYWORTH · ROBERT MITCHUM · JACK LEMMON

in

FIRE DOWN BELOW



Screen Play by IRWIN SHAW • Directed by ROBERT PARRISH

Produced by IRVING ALLEN and ALBERT R. BROCCOLI

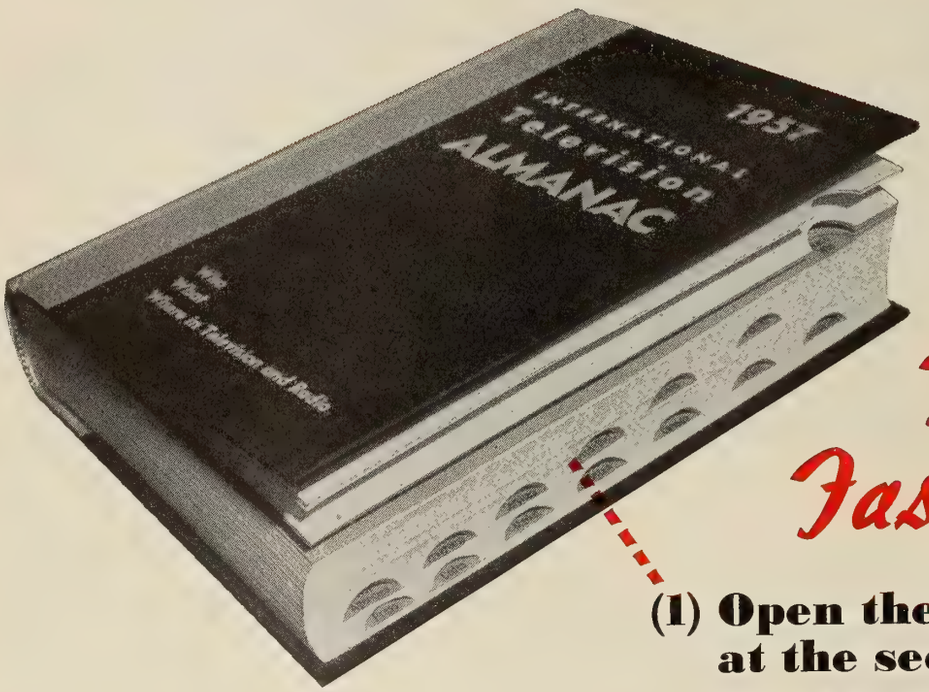
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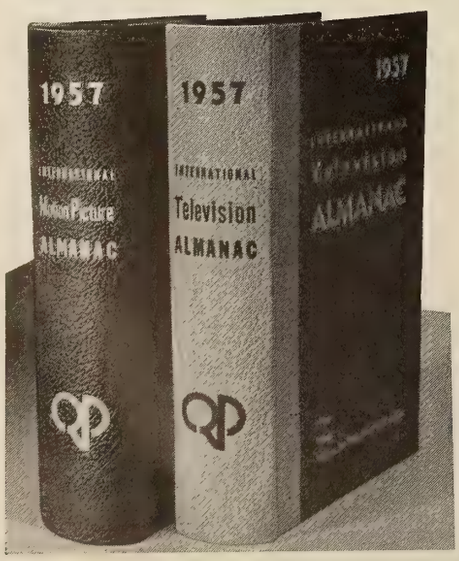
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Thrillarama

(*Continued from page* 1)

nother Sterling Sales & Service en-ineer, have been closely associated ith the Thrillarama process since ie early stages of its development. oth Skinner and Davis were re-ponsible for all technical develop-ients apart from the special cam-ras, which were designed by R. G. Volff Productions, Inc.

Skinner's experience and back-round in the field of electronics, mo-ion picture theatre equipment and adio engineering, spans some thirty dd years.

Expects 25 in Four Weeks

Thrillarama vice-president Dowlen Russell stated that the firm expected lelivery of 25 Thrillarama prints rom Technicolor within the next four veeks.

A special Thrillarama technical ex-editing plan for installations in thea-res of varying sizes is being com-leted in the general offices here. The lan provides for theatre surveys which will be made in advance in rder to compile the necessary techni-al data which will be needed in rder to expedite the installation, Reynolds said.

MPEAA Ratifies

(*Continued from page* 1)

Israel, but MPEAA members put a self-limitation on the number of these productions, 280. The board said the figure of 280 was the highest number of films imported into Israel during recent years and that, substantially, the MPEAA was seeking only to curb further exporting of product.

Included in the contract is the remittance of $50,000 annually and $175,000 out-of-pocket expenses that are over and above the remittances.

Other topics discussed at the Wednesday meeting were remittances to Japan, labor negotiations in the Philippines and salary increases in Egypt.

Exhibitors Complain Of Over-Long Films

Pictures with over-long running time are harming the exhibition business in all parts of the country, according exhibitors here and in the field.

"There isn't a motion picture which can't be improved by more editing," one prominent East Coast exhibitor declared. "We are not in the spaghetti business," he said, adding that "length has nothing to do with quality or value of a film."

Films which run over 110 minutes are causing difficulties for theatremen, a West Coast theatre circuit official said. He added that long-running films could be considerably improved by editing because some of the current product offered to exhibition "is generally very weak at the box office." Besides, he said, long running films add too much overtime to the operating costs of a theatre.

Television--Radio

with Pinky Herman

A NEW teleseries, filmed in color and based on the Ten Commandments, will go before the cameras soon for the 1956-57 season. The project will be under the supervision of Jess Oppenheimer, who joined NBC last month after seven years as producer of the entire "I Love Lucy" CBSeries. . . . ASCAP may well be proud of its new prexy, Paul Cunningham, who is the subject of a laudatory address made by Senator William Langer of North Dakota which has been inserted into the Congressional Record. The speech praised Paul's constant efforts on behalf of the American songwriter and ended with, and we quote: "My sincere belief that under the administration of Paul Cunningham, ASCAP will take further steps to foster and safeguard the talents of creators of musical works, while continuing to render important public services to the Nation." Unquote: Take a well-deserved bow, Paul.

☆ ☆ ☆

Last Wednesnite Paul Whiteman's return to NBC and Pops' 50th anniversary in the music world, was celebrated with a party at Gilmore's. The room was jam-packed with several hundred showfolk, many of whom graciously "went on." A young man named Johnny Andrews, who recently was brought back to Gotham from Cleveland, where he zoomed into national prominence, was chosen by NBC to emcee the proceedings and the handsome songster turned in a sensational chore. Our personal congrats to Pops, Johnny and NBC. . . . Lawson Zerbe, who started in radio as a child star and who's been heard on such toppers as "Gangbusters," "Counterspy," "Treasury Agent," among others, celebrates his 25th anniversary on the nets. . . . Newest TV rendezvous in the Catskills is the Waldemere at Livingston Manor. Each room is named after a TV star. . . . Patti Gallagher, w.k. TV actress who recently appeared in a "Four Star Playhouse" drama with Dick Powell, is visiting here.



Johnny Andrews

☆ ☆ ☆

The West Coast Service Studios, located on W. 57th st. in New York, with productions of Video Pictures telefilms and several filmed commershill series going full blast, is a beehive of activity under the personal supervision of veep and gen. manager, Charles L. Turner. . . . Charles Farrell, who became Mayor of Palm Springs after his retirement from films, and reluctantly returned to the glare of the kleig lights to co-star with Gale Storm in the TV series, "My Little Margie," will CBStar in a new television program, "The Charlie Farrell Show," starting July 2 (9:00 P.M. EDT). . . . Lee Stone, formerly account executive at the Schram Advertising Agency in Chicago, assumes a similar position with CBS Television Film Sales in the Windy City. . . . Mary Campbell, an assistant producer on the "Paul Winchell Show," will open an indefinite engagement tonight, as lyric soprano at the Cafe Grinzing on New York's upper East Side.



Charles Turner

☆ ☆ ☆

Prexy Al Stahl, of Animated Productions, will soon bring out a pocket-sized gadget which will prove a boon to busy TV execs. A simple, albeit invaluable, item which will save beaucoup effort, time and worry. . . . The new musical revue, "What's the Rush?" which will tour the straw hat circuit (New York, Chicago, Philadelphia) July 2 will star Robert Q. Lewis. . . . Application for the transfer of the sale of WNHC, New Haven, Conn., to Triangle Publications, Inc. of Philadelphia, was filed with the FCC this week. Sale, involving a purchase price of $5,400,000, was negotiated by Howard E. Stark, radio and TV station broker of New York. . . . Martin Begley, Jr., young general manager of station WAPG, Arcadia, Florida, who's been doing a terrific job doubling as program director, is the son of Martin Begley, casting NBChief in Radio City. . . . "The Jack Benny Show," will revive????? vaudeville CBSunday, June 17, TVia the "Goldie, Fields and Glide" routine, with Bing Crosby and George Burns lending a hand to the 30-year-old Waukegan kid.



Al Stahl

208 Booths

(*Continued from page* 1)

West Germany and two from Japan, have taken booth space with nine other manufacturers from Europe and Asia, who will exhibit if financial arrangements can be made with their governments to permit the export of a sufficient number of dollars to make the trip possible. Indications are that several of these will be able to be present in September.

Nineteen other booths have been sold to six additional manufacturers in the PCA section of the International Trade Show.

Participating in the trade show are Theatre Equipment and Supply Manufacturers Association, Popcorn & Concessions Association, the Theatre Equipment Dealers Association and the Theatre Owners of America.

Rep. Retrenchment

(*Continued from page* 1)

be affected was Steve Edwards, director.

Efforts to reach Richard Altschuler, Republic vice-president and world wide sales head, and Edwards, for comment were to no avail. A Republic spokesman, when asked for a list of the company's district sales managers, replied that no list was available.

Concise and to the Point

The significant developments in television and their meaning . . .

Edited for Executives

Television Today

Right at the start of the week— through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*



'THE SEARCHER
IS THE ALL-OU
OUTDOO
SMASH T
OUT-PERFOR
'EM ALL
FIRST DATE
HOTTER THA
'HONDO'-
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WARNER BROS. PRESENT THE C.V.WHITNEY PICTURE STARRING

JOHN WAYNE in "THE SEARCHERS"

CO-STARRING

JEFFREY HUNTER · VERA MILES · WARD BOND · NATALIE WOOD

SCREEN PLAY BY FRANK S. NUGENT · EXECUTIVE PRODUCER MERIAN C. COOPER · ASSOCIATE PRODUCER PATRICK FORD

VISTAVISION · TECHNICOLOR

MOTION PICTURE HIGH FIDELITY

DIRECTED BY JOHN FORD · PRESENTED BY WARNER BROS.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 106 NEW YORK, U. S. A., FRIDAY, JUNE 1, 1956 TEN CENTS

'Tourist Season' On Holiday Helped Broadway B.O. On Wednesday

ubstantial Takes Also eported Across Nation

The start of the tourist season and e fact that Memorial Day came in id-week rather than on a long eekend boosted theatre attendance ong Broadway on Wednesday, with he Searchers," "Bhowani Junc- n," "D-Day, the Sixth of June," d "The Man Who Knew Too uch" reported doing the outstand- g business.

Box-office business elsewhere in the tion picked up measurably, as well the neighborhood circuit houses in ew York. The RKO circuit reported liday business in the neighborhoods being "very good" and above the ures for the same period last year, lling $150,000 on Tuesday and ednesday with "The Conquerors." Along Broadway, the highest gross ported was $29,500 at Radio City

(*Continued on page* 5)

reeman, Others at hite House Parley

From THE DAILY Bureau

WASHINGTON, May 31. — Para- ount studio head Y. Frank Freeman, tor George Murphy and CBS presi- nt Frank Stanton are among 34 ominent Americans invited by Pres- ent Eisenhower to a White House nference aimed at promoting world derstanding.

The conference will be held on ne 12, and is designed to develop

(*Continued on page* 5)

oew's Board Sets leeting on TV Sale

The board of directors of Loew's, c., will meet here on Monday to rther consider "at least 10 pro- sals" for the company's pre-1948 cklog—770 M-G-M feature motion ctures and 900 short subjects, it s reported yesterday.

The Loew's directors, who met ly two weeks ago, are said to be

(*Continued on page* 5)

RKO Circuit 'Holders Vote Name Change Of Parent Company

Stockholders of RKO Industries Corp., at a special meeting held here yesterday, presided over by Sol A. Schwartz, executive vice-president and president of RKO Theatres Corp., a subsidiary company, approved a board of directors' proposal to change the name of the organization to List Industries Corp.



Sol Schwartz

Schwartz, in announcing the title change to List Industries Corp., of which president Albert A. List owns 47 per cent of the outstanding stock, 4,195,442 shares, said that the circuit of 83 theatres, RKO Theatres, and Gera Corp. are the two principal subsidiaries.

The veteran exhibitor said that the title change had been brought about due to confusion and similarity of the RKO name with other companies since the divorcement. "When I think about it, I get a tear in my eye," Schwartz said sentimentally.

Stockholders approved of the name change to List Industries Corp. by a

(*Continued on page* 6)

Resume Excise Tax Talks Wednesday

From THE DAILY Bureau

WASHINGTON, May 31. — The House Ways and Means Committee will meet Wednesday to resume voting on excise tax changes. It's likely the committee will not reach the question of further admission tax relief the first day, however.

Exhibitors Overseas, As Here, Appreciate Good Films: Perlberg

From THE DAILY Bureau

HOLLYWOOD, May 31. — Exhibitors overseas, like their fellows in the U. S., want and appreciate quality films, William Perlberg, producer, now on a promotional tour of Europe for "The Proud and Profane," pointed out in a letter to Paramount executives here.

Perlberg, who is now half-way through his tour, told of the exhibition situation in several major cities, including London, Paris and Madrid.

"We'll continue to hold the overseas market," said Perlberg, "if we concentrate on quality in story, production and cast. We'll lose it if European releases are allowed to become mediocre." He said that "Carousel" and "The Swan" are

(*Continued on page* 5)

Ask Amendment of Regulations

ATFD Tells FCC of Discrimination in Present TV Broadcasting Practices

From THE DAILY Bureau

WASHINGTON, May 31.—The Federal Communications Commission was requested today by executives of four major television film distributors, members of the newly formed Association of Television Film Distributors, Inc., to amend its chain broadcasting rules and regulations so that all "creative program sources can have a fair opportunity to contribute to the medium."

The ATFD, which consists of Official Films, Screen Gems, Television Productions of America, and Ziv Television Programs, in a detailed analysis of current broadcasting practices, pointed out to the FCC that the present rules result in discrimination against the public, regional and local advertisers, smaller national advertisers, local television stations, and independent film producers.

"The public is the biggest loser," executives for ATFD in effect stated before the network study committee of the FCC, of which Dean Roscoe Barrow is the chairman. The people are denied knowledge of thousands of good services offered to them by the smaller, independent business organizations of the U.S., which are frozen out of peak viewing time,

(*Continued on page* 5)

Long Term Deal

NBC Buys 50% Of Figaro, Inc., For TV Outlet

Other 50% Is Retained By Joseph Mankiewicz

The National Broadcasting Company has purchased 50 per cent ownership of Figaro, Inc., independent motion picture production company, of which Joseph L. Mankiewicz is president. Mankiewicz retains the other 50 per cent ownership.



J. L. Mankiewicz

Announcement of the Figaro signing was made yesterday by Robert W. Sarnoff, president of NBC. He said the long term agreement, which

(*Continued on page* 6)

Hall of Fame Ballots Go Out Next Week

The five major performers of the 1910-1920 era by choice of trade paper critics, reporters, editors and publishers will be announced and inducted into the Hollywood Hall of Fame at a Cavalcade of Film Classics festival to be held June 23 at Westhampton, L. I.

Earl Blackwell, president of

(*Continued on page* 5)

'War' Premiere Date Not Set, Picker Says

No definite opening date has been set for the world premiere of Paramount's "War and Peace" at the Capitol Theatre in New York, it was disclosed yesterday by Eugene Picker of Loew's Theatres, who denied a report that the film would premiere here Aug. 23 at a benefit performance.

"It will be the next attraction at the Capitol to follow 'Trapeze', which opens on Monday," he said.

PERSONAL MENTION

BUDDY ADLER will return to Hollywood today from New York.

•

CHARLES BOASBERG, supervisor of sales on Paramount's "The Ten Commandments" and "War and Peace," will return to New York today from Boston. MORRIS LEFKO, his assistant, left here yesterday for the Midwest.

•

STANTON GRIFFIS, member of the Paramount Pictures directorate, will leave New York today aboard the "Liberte" for Europe.

•

JOHNNY GREEN, in charge of music activities at the M-G-M studios, has extended his stay in New York until next Friday.

•

JAMES LARKIN, in charge of theatrical passenger sales for B.O.A.C., will leave here tomorrow for the Barbados.

•

BORIS W. STOLOFF, Columbia Pictures musical director, will leave here today aboard the "Liberte" for France.

•

C. S. FORESTER, British screen writer, will arrive in New York with MRS. FORESTER today aboard the "Mauretania."

•

GILBERT GUNN, executive of Associated British Pathe, will leave here today for England via B.O.A.C. Coronet.

Submit 100 Entries In Sherwood Contest

The deadline for nominations for the Robert E. Sherwood television awards passed yesterday with more than 100 entries submitted to the judges for final consideration.

Established by the Fund for the Republic in memory of the playwright, the Sherwood awards total $55,000 and prizes will be given in each of three categories to TV productions dealing with the theme of justice and freedom. Prizes of $20,000 each will go to the best dramatic show and the best documentary produced by a network. Finally, a prize of $15,000 will be given to the best show of either type produced by an individual station.

Serving on the judging panel are Kermit Bloomgarden, Dr. Buell G. Gallagher, Robert M. Purcell, Mrs. Eleanor Roosevelt, Gilbert Seldes, Robert Taft, Jr., Harrison Tweed and Philip H. Willkie. Awards will be announced later this month.

Authorship of the Code

Strangely enough, after a well documented history of twenty-six years, a question was recently raised in certain quarters as to the authorship of the Production Code. The question, which was heatedly argued in certain amusement industry publications and elsewhere, was hinged to the publication in February of a sketchily written collection of autobiographical notes by the late Rev. Daniel A. Lord, S.J., of St. Louis.

Father Lord's notes seemed to imply that he—and not Martin Quigley—was the "author of the Production Code."

A definitive, informed and responsible letter on the subject by Rev. Wilfrid Parsons, S.J., professor at Georgetown University, was published in the May 26th issue of "America," a publication of which he was formerly the editor-in-chief.

The Parsons letter, which makes clear the essential facts, states in part as follows:

> **"Perhaps as one who was in on the initiation and making of the Motion Picture Code from the first, I may be able to shed some light. . . . Mr. Quigley certainly "initiated" both the idea of the Code and the Code itself. My first introduction to it came in Chicago, where Mr. Quigley was living at the time, at a luncheon with him and Joseph I. Breen, a mutual friend of both of us. There Mr. Quigley stressed the need of a good code to take the place of Will H. Hays' jejune and ill-informed set of rules and volunteered to write one. This was before Father Lord knew of the project, since the matter was confidential among us three.**
>
> **"In due time Mr. Quigley sent me a skeleton of the Code. . . . It was the work of Mr. Quigley alone, as was the idea of a code."**

Father Parsons then correctly recites that Mr. Quigley enlisted the aid of Father Lord as "technical" advisor in preparation of the final draft of the Code, an undertaking for which Father Lord was eminently qualified on account of a long time interest in the subject matter. Some years previously he had been invited to Hollywood by Cecil B. DeMille as technical advisor on "The Kings of Kings," and had spent considerable time in the study of production.

Martin Quigley, Jr.

Top Goldwyn Award To Exchange Student

HOLLYWOOD, May 31. — Miss Lee Hwa Yu, a Chinese exchange student from Formosa, studying journalism at UCLA, yesterday was awarded the 1956 Samuel Goldwyn creative writing award of $1,000 for her short story, "The Sorrow at the End of the Yangtze River."

The cash award and a plaque were presented to the student during a campus ceremony by UCLA chancellor Raymond Allen. Samuel Goldwyn established the award two years ago.

Judging the contest were playwright Moss Hart, F. Hugh Herbert, national chairman of the Writers Guild of America; George Seaton, president of the Academy of Motion Picture Arts and Sciences, and professor Kenneth Macgowan of UCLA.

Mrs. H. J. Wingart, 85

Mrs. H. J. Wingart, mother of Earl Wingart, 20th Century-Fox merchandising manager, passed away Tuesday in Wichita, Kans., at the age of 85. Funeral will be held there today.

Ned Jaakobs to Start First Film in Oct.

An October shooting date has been tentatively scheduled by Ned Jaakobs, theatrical producer, who will make his first venture into the motion picture field this fall with a production on the life of Cantor Rosenblatt.

Signe Hasso will be signed for the female lead role and Jaakobs expects to name the male star soon after his return to the U.S. later this month. Jaakobs left for Europe yesterday to interview screen players for supporting roles in Holland and Britain.

Straus Will Direct 'King' Benefit Show

Jack Straus, president of R. H. Macy & Co., has accepted the position of chairman of the premiere benefit performance of "The King and I" for the Police Athletic League.

The PAL's fight against juvenile delinquency will be aided when the 20th Century-Fox production, has its premiere June 28 at the Roxy Theatre here.

Papal Decoration To Martin Quigley

Cardinal Spellman has presented to Martin Quigley, the papal decoration "Pro Ecclesia et Pontifice" which had been awarded by His Holiness Pope Pius XII.

His Eminence announced that the decoration was awarded in recognition of "Mr. Quigley's outstanding efforts in Catholic action and his long time devotion to the highest ideals in American life and living." Quigley has previously received other papal recognitions including that of the Knighthood of St. Gregory the Great.

Report 'Searchers' Strong Nationally

C. V. Whitney's production of "The Searchers" opened in key cities over the nation on Memorial Day to gross receipts that equalled or exceeded John Wayne's prior top grossing release for Warner Brothers.

Theatres reported the new production out-distanced "The High and the Mighty," in which Wayne starred. Highlighting the 300-plus engagements which opened on Wednesday were New York's Criterion Theatre where a gross of $10,110 was reported; Hollywood's Pantages Theatre for $6,235; the Paramount in Downtown Los Angeles for a $7,825 gross; the Wiltern in Beverly Hills for a gross of $5,699; and the Paramount in San Francisco where the film opened on Tuesday and grossed $13,723 for Tuesday and Wednesday.

A Warner Bros. release, "The Searchers," also grossed $7,689 at the Metropolitan in Boston, $4,116 at the Orpheum in Minneapolis, $4,948 at the Orpheum in St. Paul, $3,900 at Cincinnati's Albee, $4,128 at the Palace in Columbus, $3,843 at the Strand in Hartford, $4,064 at Albany's Strand, $4,158 at the Majestic in Providence, and a combined gross of $3,068 for the Warner and Merritt Theatres at Bridgeport, Conn.

'Affair' to Victoria

"The Catered Affair," with a cast headed by Bette Davis, Ernest Borgnine, Debbie Reynolds, Barry Fitzgerald and Rod Taylor, will open at the Victoria Theatre here on June 14.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BHOWANI JUNCTION"
starring
Ava GARDNER . Stewart GRANGER
in CinemaScope and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

AT LAST!

THE BIG MOVIE SENSATION



...THAT AMERICA'S TOP SHOWMEN HAVE BEEN WAITING FOR ...from Columbia!

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FOR THE TIMELIEST MOVIE SENSATION OF OUR TIM



starring

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Screen Play by GEORGE WORTHING YATES and RAYMOND T. MARCUS
Screen Story by CURT SIODMAK • Technical Effects Created by RAY HARRYHAUSEN
Produced by CHARLES H. SCHNEER • Executive Producer: SAM KATZMAN
Directed by FRED F. SEARS

from Columbia!

ATFD-FCC

(*Continued from page* 1)

which is occupied almost entirely by network advertisers, the ATFD said. "Furthermore, the public is denied the enjoyment and information which is supplied by independently created programs which can not be seen for the most part only in fringe time in 93 of the country's top 100 markets," they said.

The producer-distributor group appeared separately from any other organization here today to recommend improvements in the present broadcasting rules and offered its own set of changes to the FCC.

According to ATFD, the principal cause of the present difficulties is a shortage of facilities, which enable 17 of the U.S.'s largest corporations to monopolize 50 per cent of the network programming and time offered to the public, while the two top networks take up 93 per cent of peak hour programming in all but a handful of U.S. cities.

Wants Option Time Cut Back

The film group proposed a cut-back in option time and a limitation on the number of hours stations may devote to network programs so that peak viewing periods will be available to all program sources and to all of the sellers of goods and services to the American consuming public. They also asked the FCC to examine certain network activities in acquiring programs so that quality and the public interest rather than profit participation will be the criterion of what is telecast.

The ATFD executives said, if their recommendations were acted upon favorably, it would not be necessary to have the complete abolition of network option time, and the divorcement of network production from exhibition, as others have advocated.

In addition to the reforms urged, the ATFD stated that the long range objective of the government should be the creation of many more tv stations, equally powered and of a like frequency about the nation.

Loew's Board

(*Continued from page* 1)

favorably inclined toward a proposal under which the backlog would be leased to television distribution. Some directors, it was reported, also favor the formation, under Loew's aegis, of a tv distribution company, which would handle the backlog.

It was also pointed out that the directors would give consideration to the $50,000,000 offered for the library by Ridgeway Corp., a company owned and operated by Louis Chesler.

Exhibitors Abroad

(*Continued from page* 1)

doing turnaway business and that pictures like "The Rose Tattoo" can tour Europe with assured success.

Perlberg wrote that television appeared to be eating into England's box-office, but exhibitors were still confident that "top quality, Grade A pictures, would hold them."

Holiday Aids Nation's B.O.

(*Continued from page* 1)

Music Hall, where M-G-M's "Bhowani Junction" closed its first week. Russell Downing, managing director, reported Wednesday's grosses were "good" and above the figures for Memorial Day of 1955.

'Searchers' Scores Heavily

The largest increase was reported at the Criterion, where "The Searchers" ended its first week on Wednesday. Grosses for the holiday totaled $10,110 in contrast to $1,000 for the holiday in 1955, when "Far Horizons" ended its second week. Business on an over-all basis was reported as being "very good."

At the Roxy, grosses for "D-Day, the Sixth of June," which is in its first week, totaled $11,000, as contrasted with the $9,000 reported in 1955, when "Soldier of Fortune" ended its first week.

Robert Shapiro, managing director at the Paramount, said the Memorial Day grosses were 15 per cent above those for last year. He reported "The Man Who Knew Too Much" as doing a "very good" $7,300 on Wednesday, as contrasted to the receipts for "Strategic Air Command," which was in its sixth week last year at the theatre.

State and Capitol Pleased

"23 Paces to Baker Street" grossed $2,900 at the State and was reported as "better" than receipts for the holiday last year. The Capitol reported a Wednesday gross of $4,200 for "The Revolt of Mamie Stover," which is in its third week. In both cases, the theatres said grosses were "good" and compared favorably with Memorial Day receipts of 1955.

"The Animal World" grossed a "very good" $2,522 at the Little Carnegie Theatre. Others reporting "very good" business included the Warner, currently showing "Seven Wonders of the World," the Rivoli, with "Oklahoma," and the Normandie, where "Lovers and Lollipops" is the attraction.

Box-office business at the Palace, now showing "The Bold and the Brave," was "very good," and the Astor, with "The Harder They Fall," said holiday business was "fairly good."

Some Exceptions Noted

The Mayfair, with "The Killing," said business was "below" the grosses for the same holiday last year. On Wednesday, the film grossed $1,600. Other reports of "fair" business came from the Victoria, showing "Crime in the Streets," and the Globe, where "Forbidden Planet" is the current attraction.

Conn. Grosses Heavy as Holiday Patrons Turn Out

HARTFORD, May 31.—Memorial Day business throughout the state was encouraging, and even brisk, with "The Searchers" and "The Man Who Knew Too Much" chalking up sizable grosses.

Exhibitors attributed the steadily-increasing business through the afternoon and evening to poor weather. Theatres in the rural areas and at shore resorts reported only fair revenue.

H-L's 'Trapeze' Sets House Record at L.A. Premiere

Hecht and Lancaster's CinemaScope production, "Trapeze" grossed $7,630 on Wednesday at its world premiere engagement at the Fox Wilshire Theatre in Los Angeles.

An all-time house record, the film also turned in the greatest first-day business ever done by a United Artists release in Los Angeles.

Ruth Toubman Heads WOMPI of N.O.

NEW ORLEANS, May 31.—Ruth Toubman of the Southeastern Theatre Equipment Co. of Louisiana as president headed the slate of officers elected here by the Women of the Motion Picture Industry of New Orleans.

Miss Toubman succeeds Mrs. Gene Barnett of the Joy Theatre as president. Other officers named at the meeting were: Mrs. Marie Berglund of the MPA, first vice-president; Mrs. Ann Balencie of Paramount Film Distributing Corp., second vice-president; Helen Bela of Paramount Gulf Theatres, recording secretary; Mrs. Anna Oliphint of Richards Center, corresponding secretary; Mrs. Imelda Geissinger of Richards Center, treasurer; and, board of directors, Mrs. Corrine Bouche, Mrs. Anna Sinopoli, Toni Bollhalter, Shirley Folse and Mrs. Judith Hamner.

Officers will be installed at a meeting June 16 in the Jung Hotel.

Hall of Fame

(*Continued from page* 1)

Celebrity Service, has undertaken the project of inaugurating a Hall of Fame in Hollywood and another in New York for the theatre and allied arts, and disclosed that the June 23 event is the first step in achieving the twin goal.

Accordingly, Blackwell added, a number of events will be scheduled later in order to raise funds for the projects, particularly a national campaign that is tentatively set for late September. Working on the Hollywood committee are Mary Pickford, Cecil B. DeMille, Charles Bracken, Rosalind Russell and Irene Dunne, while Jean Hersholt, Helen Mencken, Helen Hayes and Daniel Blum are directing the New York drive.

Blackwell added that some 35 names of male and female stars of the 1910-1920 era will appear on the ballots, which are to be mailed next week to the trade. The film classic will be held at the Bath and Tennis Club at Westhampton from June 21 to June 23.

PEOPLE

Marvin Schlaffer has been named to the newly created post of sales service coordinator at National Telefilm Associates, Inc. He will service NTA clients as well as coordinate information in the firm's sales division.

¤

Edward Willette has been appointed sales manager by the Animation Equipment Corp., of New Rochelle. He joined the firm last year and recently returned from a three-month trip to the Coast and Midwest where he discussed future sales.

¤

Daniel Coll, former chief accountant of the Propeller Division of the Curtiss-Wright Corp., has joined the DuMont Laboratories as manager of Government Accounting Coordination. Before his employment at the aviation firm, Coll was assistant controller at the MGM Records Division of Loew's Inc.

¤

Earl V. (Pete) Jones, manager of the Foreman Brothers Theatres in Salem, Ore., since May, 1953, is leaving the motion picture business to open a restaurant in Portland. **Lloyd Wirtz,** who opened the circuit's initial drive-in theatre in North Salem some years ago, will succeed Jones.

¤

Jerry Juroe has resigned his Paramount studio publicity post as head of the radio-television department to join Arthur P. Jacobs Co. as account executive in charge of those fields.

White House Parley

(*Continued from page* 1)

programs for "better people-to-people contacts" as a means of building world peace. Leaders in the field of industry, labor, agriculture, education, science, publishing and entertainment are among the 34 persons invited to attend the White House session.

Legion Puts 2 in 'A' And 5 in Class 'B'

Two films have been placed in Class A and five others were categorized in Class B, according to the latest ratings by the Legion of Decency.

The Allied Artists' release of "The First Texan" was classified in Class A, Section One as morally unobjectionable for general patronage. Rated in Class A, Section Two, morally unobjectionable for adults was Paramount's "The Proud and Profane."

Listed as Class B, morally objectionable in part for all, were Columbia's "My Seven Little Sins," Allied Artists' "Nightmare" and "Thunderstorm," "The Slave," which is being released by the Theatrical and Video Corp., and a DCA release, "Please Murder Me."

Canada's Thomson to Head Scotch TV Unit

From THE DAILY Bureau

LONDON, May 31. — Scotland's first commercial tv station will be operated by Canada's Roy Thomson, the Independent Television Authority announced.

Thomson, who is chairman of Scottish Television, Ltd., owns five radio and two tv stations in Canada, as well as 25 newspapers in Canada, Florida and Great Britain.

RKO 'Holders

(*Continued from page* 1)

vote of 2,197,178 to 463, the minority stockholders' group being headed by John J. Gilbert. The minority stockholders' group "champion" asked that the special meeting be adjourned, as the company did not solicit proxies. The shareholders in attendance, 2,297,641 shares being present in person or by proxy, voted down the Gilbert motion. Schwartz explained that the company did not send out proxy statements for the meeting due to the high cost of printing notices, etc.

The corporation also announced that the board of directors had been increased from 10 to 13 and that the three new directors were: William J. Durocher, vice-president of Gera Corp., and president of its U. S. F.-Aspinook's division; Vera G. List, the wife of Albert A. List, and Anthony Scala, vice-president of Gera Corp. and vice-president of its Chatham Electronics division.

$90,000 Advance Ad Drive for 'Trapeze'

A $90,000 advance promotion, said to be the costliest ever mounted by United Artists to back a single opening, is spotlighting the New York premiere of Hecht and Lancaster's CinemaScope production of "Trapeze" at the Capitol Theatre on Monday, UA announced.

The record-setting, all-media campaign, prepared under the supervision of Roger H. Lewis, UA's national director of advertising, publicity and exploitation, entails 37,000 lines of big-space newspaper ads, round-the-town billboard posting, co-op support at 2,200 outlets, and spectacular street and sky ballyhoo.

A TV salute to "Trapeze" will alert millions in the New York-metropolitan area to the Capitol opening via broadcast on the Ed Sullivan Show on Sunday, June 3, of films of the Los Angeles world premiere. Stars Burt Lancaster and Tony Curtis will appear "live" in the program to plug the New York bow.

The slate of newspaper ads for "Trapeze" includes full-page displays in the New York "Times," the "News," the "Journal American," the "Daily Mirror," the "Post," the "World-Telegram and Sun" and the "Herald Tribune."

REVIEWS:

The Leather Saint

Paramount—VistaVision

AUDIENCES will have a good time as they relax and laugh over this Paramount film in VistaVision which tells of a minister's efforts to obtain money for the construction of a polio bathing pool. Its theme is simple and its message is that even a minister—in this case John Derek—is a "regular fellow."

The theme of a minister who earns cash via the boxing ring to buy polio equipment should stir the audience and the box office. Derek shares marquee honors with Paul Douglas, Cesar Romero, Jody Lawrance, Ernest Truex and Richard Shannon. Norman Retchin produced, Alvin Ganzer directed and both wrote the screenplay.

Derek is the hero as the somewhat rash clergyman who, once a boxer, returns to the game to obtain funds for his project. Of course, no one outside of his gymnastic friend (Shannon) knows of his church position. Naturally, Derek's first few bouts are sensational (all one-round KOs) and his manager, Douglas, immediately casts his eyes toward the lucrative future awaiting both of them. Derek's elderly pastor (Truex) knows nothing of the fights but only that the money received each Sunday comes from a gentleman in "the leather business." All goes well until Derek meets Miss Lawrance, cast as a lush, and he attempts to cure her of the liquor habit. The love angle is submerged in the humor but she, nevertheless, pursues him.

Following Derek home from a Saturday night bout, Miss Lawrance sees him change into the garb of a cleric at a bus terminal but decides not to throw caution to the wind and reveal his true identity; in fact, she is happy for him. Later, she tells Douglas and they both decide to go along with Derek. Romero, a fight promoter, attempts to buy Derek's contract and Miss Lawrance and Douglas argue until the price reaches $10,000. After the deal is closed, they reveal the identity of Derek as a minister. The finale, which sees Romero happy about the whole deal (because he gets Miss Lawrance back) and the children looking at the new polio-treatment pool, is calculated to please the audience.

Running time, 86 minutes. General classification. For June release.

JACK EDEN

Foreign Intrigue

Reynolds—United Artists

THE POPULARITY of the television program "Foreign Intrigue" should assure the success of this United Artists release which develops the angle of foreign melodrama and suspense to a point where it excells the TV dramatizations. This taut production of Sheldon Reynolds, who produced, directed and wrote the story, stars Robert Mitchum, Genevieve Page, Ingrid Tulean and has Frederick O'Brady, Eugene Decker and John Padovano as supporting members of the cast.

Suspense, quite naturally, is the core. While there are several themes interwoven into the production, interest is glued to Mitchum as the happy-go-lucky American press agent and the chicanery of the supporting stars as they race to find out what secrets Mitchum might be hiding.

The story concerns the death of a wealthy resident on the French Riviera and the discovery of the body by Mitchum who worked as his press agent. Mitchum's ability to get to the dying man before his last breath eventually leads him into all sorts of trouble—something which he heartily likes but never seems to completely conquer. The mad race of foreign intrigue commences after the funeral when Mitchum is besieged with questions as to whether or not the dying man told him anything before he passed away. Mitchum knows that nothing was said but he has a hard time convincing the "sudden friends" that this is true. Mitchum soon finds himself the center of a European hunt. Eventually, he learns the reason for the chase—that the dead man was blackmailing traitors of several nations and these traitors believed Mitchum had learned their identity. However, in the finale Mitchum leaves to keep a rendezvous with one of the traitors, but he knows that intelligence men will be following to protect him in case something goes wrong.

In Eastman Color, "Foreign Intrigue" has potentialities of being a top favorite at the box office.

Running time, 100 minutes. General classification. For immediate release.

J. E.

NBC-Figaro

(*Continued from page* 1)

contemplates the entrance of Figaro and Mankiewicz into television development and production, provides for:

1) Figaro's furnishing the consultative services of Mankiewicz and others on Figaro's staff to NBC, including selection of program material, talent and other elements, and critical analyses and recommendations as to programming and production techniques.

2) The granting to NBC of a favored position in connection with the telecasting of all motion pictures produced by Figaro.

Made 'Barefoot Contessa'

Figaro, which produced "The Barefoot Contessa," starring Ava Gardner and Humphrey Bogart, recently completed a new arrangement with United Artists, whereby it is contemplated that Figaro will make nine pictures, five of which will be written, directed and produced by Mankiewicz, for United Artists release during the next four years.

"Mankiewicz's unique talents in the motion picture field now will be brought to television screens under his new association with NBC," Sarnoff added.

"This agreement," Sarnoff concluded, "is another forward movement for NBC's policy of presenting, in increasing quantity, the best from all fields of entertainment as network television fare."

Two Features in Preparation

Two Figaro feature length pictures are now in the active preparation stages and are planned for distribution by United Artists. These are: "The Quiet American," an adaptation of Graham Greene's novel, which will be written and directed by Mankiewicz and filmed in Saigon, Indo-China, starting in early 1957, and "Good Old Charley Faye," an adaptation of David Karp's play originally presented on NBC-TV's "Kraft Television Theatre" this past February. The film version will be produced by Felix Jackson and directed by George Roy Hill in Hollywood starting the end of July.

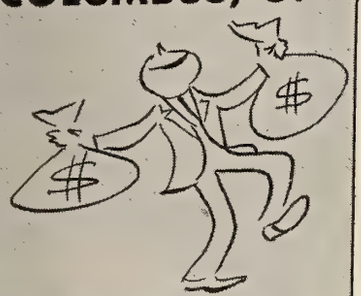
The election of its board of directors also was announced by Figaro. Members are Mankiewicz, chairman of the board; Emanuel Sacks, RCA and NBC vice-president; Bert Allenberg, executive vice-president of the William Morris Agency; Alan Livingston, president of Kagran Corp., wholly owned NBC subsidiary; Abraham L. Bienstock, New York attorney; Earl Rettig, vice-president in charge of NBC-TV Network Services; Robert Lantz, vice-president of Figaro, Inc., and James E. Denning, director of talent and program contract administration for NBC.

Mankiewicz President

New officers of Figaro, Inc., are Mankiewicz, president; Sacks, executive vice-president; Lantz, vice-president; Rettig, treasurer; and Richard Reiss, of Bienstock's law firm, secretary.

ASK THE HAPPY EXHIBITORS WHO HAVE JUST PLAYED IT!

PARAMOUNT, ATLANTA
•
JOY, NEW ORLEANS
•
MELBA, BIRMINGHAM
•
RKO KEITH'S, WASHINGTON
•
RKO GOLDEN GATE, SAN FRANCISCO
•
CIRCLE, INDIANAPOLIS
•
RKO GRAND, COLUMBUS, O.



...and opening soon at:
Paramount, New Haven
Mayfair, Baltimore
Missouri, St. Louis
Lafayette, Buffalo
Harber, Oklahoma City
Loew's State, Boston

ALL THE FLAMING FURY OF AMERICA'S MOST DANGEROUS DAYS!

from James Street's tempestuous story!



Proud of the NAME that was known to every rip and rake on the river!

WALTER WANGER *presents*

TAP ROOTS

COLOR BY TECHNICOLOR!

Starring

SUSAN HAYWARD
VAN HEFLIN

with **BORIS KARLOFF** · **JULIE LONDON**
WHITFIELD CONNOR · **WARD BOND** · **RICHARD LONG**

Directed by GEORGE MARSHALL · Screenplay by ALAN LEMAY
Additional Dialogue by LIONEL WIGGAM · Produced by WALTER WANGER PICTURES, INC. · A GEORGE MARSHALL PRODUCTION
A UNIVERSAL-INTERNATIONAL RE-RELEASE

Double-feature situations!

Play Tap Roots with Kansas Raiders . . .
A proven, potent boxoffice combination!

Deny Friction Report On Mexican Dubbing For Pictures and TV

Special to THE DAILY

MEXICO CITY, May 31.—All picture and TV film dubbing are being done here without conflict or any kind of friction, it was learned at the headquarters of the National Actors Assn. (ANDA), in the wake of rumors that player and employer trouble had developed which was hampering this operation, highly lucrative for the Mexicans concerned, to the extent that much time was being lost.

ANDA executives, among them Victor Junco, internal secretary who is acting as secretary general while that officer, Congressman Rodolfo Landa is in France, branded the reports false. They declared that "all is quiet on the dubbing front in local studios; our people are doing well."

Clasa to Suspend

The picture and video trades believe that a possible foundation of the rumors is the fact that the Government-administered Clasa studio here, Mexico's pioneer modern plant, is not taking on any more work because it is scheduled to suspend soon for six months of renovations and the Government is appointing a committee to decide just what kind of pictures and allied works must be done in the rejuvenated Clasa. Considerable dubbing is being done at Clasa. ANDA brass avers that there has been no player-employer friction closure this year on any of the dubbing jobs in Mexico.

Dismiss Sharkey's Mich. Co-op Action

DETROIT, May 31.—The suit brought by James F. Sharkey for $532,000 against Co-operative Theatres of Michigan has been dismissed in the Federal Court in Miami.

Sharkey, formerly head buyer for the organization, served Fred De Loder, Co-op president, while the latter was vacationing in Florida. The service complained of breach of oral contract in amount of $500,000, plus $32,000 representing alleged unpaid balance of his 1955 salary.

The court sustained Co-Op's contention that the Michigan corporation was not engaged in business in Florida, and hence did not come within the jurisdiction of the court.

Gina, Husband Form Lollic Productions

The formation of Lollic Productions and plans for the filming of Alphonse Daudet's classic novel, "Sappho," have been announced by Gina Lollobrigida and her husband, Dr. Milko Skofic.

After the filming of "Notre Dame of Paris" is completed, Miss Lollobrigida said she will star in the film. No distribution policies were announced for the release of Lollic Productions' films in the U. S.

Asides & Interludes

—by Al Steen

THE month of May has come and gone and so—with apologies to NBC's John McCaffery—what kind of a month was it?

☆ ☆ ☆

Well, it was a month in which the distributors had their innings with the SSBC. SSBC, that stands for Schimel, Shor, Berger and Confusion. It was a month in which Paramount's Lou Phillips allegedly called a spade a spade; and a few exhibitors went looking for the spade so that they could bury the hatchet—right in Lou's head.

☆ ☆ ☆

It was a month in which there were rumors, and rumors of rumors, that the hold-out companies were going to sell their backlogs to television. And some exhibitors were hoping that television might sell its backlogs to the theatres. Then they could advertise a program as "Never before seen on a theatre screen."

☆ ☆ ☆

It was a month in which Robert Sylvester in the New York "Daily News" said that he knew of a drive-in theatre exclusively for truck drivers. It shows nothing but trailers. And he told of a neighborhood house's twin bill: "Miracle in the Rain" and "Thunderstorm." It never rains but it pours.

☆ ☆ ☆

It was a month in which the brothers Warner announced that they had sold out to a group headed by Serge Semenenko. And the brothers, referring to the company that they had raised, reluctantly adopted a theme song, "Yes, Serge, That's My Baby." But we refuse to print anything so corny as saying that they all went out and bought blue Serge suits.

☆ ☆ ☆

It was a month in which the Variety Clubs International held its annual convention in New York. And, because of the overflow at the Waldorf Astoria, one Western barker went looking for Whittaker Chambers, thinking it was an apartment hotel.

☆ ☆ ☆

It was a month in which the industry complained of business slacks at the box office. And so exhibitors told their cashiers that they had to wear skirts from now on. No more slacks. (For further explanation of alleged joke, ~~send for~~ Catalogue J).

☆ ☆ ☆

It was a month in which 20th Century-Fox made its first TV film deal. It was denied that Gillette would be the sponsor every time a station showed "The Razor's Edge."

☆ ☆ ☆

It was a month in which Herb Yates gave a 60-day option to a Coast banking house for the working control of Republic Pictures. But that doesn't necessarily mean that Yates will retire. Before the 60 days are up, he's likely to own the banking house.

☆ ☆ ☆

Well, what kind of a month will June be? It will be a month in which — — — . Aw, somebody stole our crystal ball.

Reek Heads MPAA Newsreel Committee

Edmund Reek, vice-president and producer of Fox Movietone News, has been named chairman of MPAA's newsreel committee for the ensuing year. The appointment was announced yesterday, following a special meeting of the committee.

Reek succeeds Walton Ament, vice-president of Warner Pathe News, who headed the newsreel company for the past year.

The newsreel committee is composed of Fox Movietone News, M-G-M News of the Day, Paramount News, Universal-International Newsreel and Warner Pathe News.

Phil Isley Opens Dallas Drive-in

DALLAS, May 31.—The Kiest Blvd. Drive-In Theatre in the Oak Cliff section of Dallas, holding claim to having the largest drive-in screen in the city, opened here with music, entertainment and fireworks.

The newest house in the Phil Isley circuit, the drive-in features a screen of spun glass, plastic and rubber with an area of 110 by 65 square feet. David P. Yelsi designed the screen. Some 1,000 cars may be accommodated at the outdoor house which has projection equipment for the use of CinemaScope, VistaVision, CinemaScope 55 and other screen processes.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

PLAYGROUND equipment of sculptured design for drive-in installations has been announced by Pl Sculptures, a division of Creati Playthings, Inc., New York. The li includes equipment in the shape nature forms, free-form sculpture arches, caves, tunnels, etc. It is co structed variously of reinforced co crete, cast stone, fiberglas, and ste Complete descriptions with illustr tions are contained in a new brochu which can be secured from t company.

•

Grauman's Chinese theatre in Ho lywood—home of many a worl premiere—has installed a brand ne screen. It's a Bodde with an alumin ized surface, 63 feet wide by 28 fee The screen is "seamless," havin been cast in one piece and has a 2: gain factor, according to B. M. Bodd general manager of the Bodde Scree Company, San Fernando, Calif. I was installed by R. L. Grosh an Sons, Hollywood.

•

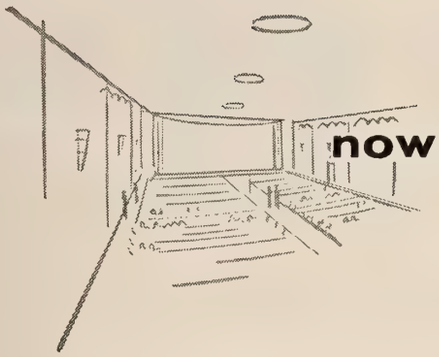
Henry W. Petherbridge has bee appointed president of the Nationa Licorice Company, Brooklyn, N. Y manufacturer of "Nibs" and othe licorice-flavored candies. Petherbridg was formerly vice-president, and h succeeds Daniel D. Sanford, who re mains chairman of the board. Charle A. Smylie has been appointed t Petherbridge's former post of vice president.

•

Cole Products Corp., Chicago which makes "Cole-Spa" and "Hot Spa" automatic cup drink dispensers will have a new general office and warehouse building by the end o the year. It will be in Highland Park, Ill., a northshore suburb o Chicago. Richard Cole, vice-president, reports the company will move its Chicago office, presently on Lake Street, to the new one-story brick structure.

•

New promotional material to boost sales of Pepsi-Cola at theatre snack stands has been developed by that company. It consists of a package of six displays for the back bar—each built around a holiday theme. To date three displays have been completed —one for Easter, Decoration Day and 4th of July (combined) and Christmas. Now in work are displays for Halloween and Thanksgiving. The material is shipped—well in advance of each holiday—at no charge by the Pepsi-Cola Company to the theatre accounts using its product.



now! profit without problems

NEW VICRA-LITE

LENTICULAR SCREEN

"the screen of optical precision"

offering the first great improvement in maximum light distribution & reflection—yet priced lower than ordinary "half-there" screens!

features:

- **amazingly low cost**
- **maximum reflection**
- **greatest distribution**
- **no disturbing seams**

What's a "half-there" screen? It's a screen that deprives half your patrons of the brightness and original clarity of the fine new films you're showing. Now, with L. E. Carpenter's just developed screen—employing all of the important scientific findings of Lenticulation—you're assured of top light distribution and reflection. That adds up to *more* satisfied patrons—*more* box office sales—MORE PROFITS FOR YOU!

Get the complete facts now, today! Contact your local theatre supply dealer for prices, or write, wire or phone us for our factual booklet.



L. E. CARPENTER & COMPANY

VICRA-LITE SCREEN DIVISION • Empire State Building, New York 1, N.Y. • LO 4-0080 • Plant: Wharton, N.J.

ED HYMAN

Vice President of United Paramount Theatres

LOVES Columbia's "THE EDDY DUCHIN STORY!"

HAVE JUST SEEN "THE EDDY DUCHIN STORY" AND AM THRILLED WITH THIS PICTURE WHICH, IN MY OPINION, HAS EVERYTHING. YOU WILL RECALL THAT UPON SEEING "PICNIC" WE PREDICTED THAT IT WOULD BE A WORTHY BOX OFFICE SUCCESSOR TO "FROM HERE TO ETERNITY" AND SUBSEQUENT EVENTS PROVED THIS TO BE TRUE. WE SHOULD NOW LIKE TO PROPHESIZE THAT "THE EDDY DUCHIN STORY" WILL BE ONE OF THE OUTSTANDING PICTURES NOT ONLY OF 1956 BUT OF ANY YEAR AND BOX-OFFICE WISE, WE FEEL IT WILL BE COMPARABLE TO BOTH "PICNIC" AND "FROM HERE TO ETERNITY". BEST REGARDS EDWARD L. HYMAN

TYRONE POWER
KIM NOVAK

THE EDDY DUCHIN STORY

CO-STARRING
REX THOMPSON • JAMES WHITMORE • WITH SHEPPERD STRUDWICK AND INTRODUCING VICTORIA SHAW
SCREEN PLAY BY SAMUEL TAYLOR • STORY BY LEO KATCHER • PIANO RECORDINGS BY CARMEN CAVALLARO • PRODUCED BY JERRY WALD
DIRECTED BY GEORGE SIDNEY • ASSOCIATE PRODUCER JONIE TAPS • A COLUMBIA PICTURE CINEMASCOPE COLOR BY TECHNICOLOR

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 107 NEW YORK, U. S. A., MONDAY, JUNE 4, 1956 TEN CENTS

On 2 Proposals

Sales Chiefs Tee Off B.O. 'Hypo' Project

Subcommittee Convenes To Further Objectives

The sales managers committee of the Motion Picture Association of America, which has been investigating ways and means to boost the declining box office, teed off its program at a meeting at the Harvard Club here at the weekend when its subcommittee reported on two proposals under consideration and discussed a few others.

The sub-committee, which is composed of Richard Altschuler, Republic Pictures sales head; A. Montague of Columbia, and Charles Reagan, Loew's, Inc., distribution vice-president, reported on the "credit card" proposal and on the business management consultant proposal.

Other means of revitalizing the box office, reported under consideration and discussed by the sales managers

(*Continued on page 4*)

WB 6-Mo. Net At $1,863,768

Warner Bros. Pictures, Inc., and subsidiary companies report for the six months ending Feb. 25 a net profit of $1,863,768, after a provision of $1,650,000 for Federal income taxes and after a provision of $200,000 for contingent liabilities, but before a special credit of $3,000,000, representing a reversal of reserve for con-

(*Continued on page 4*)

'Trapeze' Will Bow At Capitol Tonight

One of the largest turnouts of film industry leaders in recent years is expected to witness the New York premiere tonight of Hecht and Lancaster's CinemaScope production of "Trapeze" at the Capitol Theatre.

An estimated 48 distribution and exhibition officials will join leaders of

(*Continued on page 4*)

Television Today

IN THIS ISSUE **PAGE 5**

- **The Federal Communications Commission authorizes construction of "translator" TV stations while recognizing the problems which will arise for the community antenna systems.**
- **Spotlighting the news in Television Today.**
- **The Week in Review—Highlights of the week's shows.**

Columbia Pictures 40-Week Net Profit Reported $1,855,000

Columbia Pictures net profit for the 40-week period ended on March 31 was $1,855,000, or $1.57 per share, as compared to the comparable 39-week period ended on March 26, 1955, of $3,655,000, or $3.25 per share, it was announced by Harry Cohn, president.

The net profit before income taxes was $3,314,000, as compared to the 1955 total of $5,990,000.

Estimated federal, state and foreign income taxes for the 40-week period totaled $1,459,000, as compared to $2,335,000. The earnings per share of common stock, after preferred stock dividends for both the current year and the prior year, are based on the 1,067,327 shares which were outstanding on March 31, 1956.

Walsh Returns for AFL-CIO Meet in D.C.

From THE DAILY Bureau

WASHINGTON, June 3.—Richard F. Walsh, president of the IATSE, arrived here today following a visit to England and Scotland at the invitation of Sir Tom O'Brien, head of the National Association of Theatrical & Kine Employes.

Walsh will attend the dedication of

(*Continued on page 4*)

Academy's Board To Meet Tomorrow

From THE DAILY Bureau

HOLLYWOOD, June 3.—The board of governors of the Academy of Motion Picture Arts and Sciences will hold its first regular meeting Tuesday for the election of officers,

(*Continued on page 2*)

REVIEW:

That Certain Feeling

Paramount—VistaVision

HOLLYWOOD, JUNE 3

HERE'S EVERYTHING a box office needs—anybody's box office. Here's Bob Hope in a comedy big enough and good enough for his talent. Here's a story full of the kind of comedy that made Bob Hope great and vice versa. It is also a story full of that rare element called heart which has figured in the fame and fortunes of every great comedy in screen history. It is a tremendous 103 minutes of entertainment sure to send satisfied customers out into the world intent upon sending friends, relatives and strangers into the theatre to share their satisfaction.

Bob Hope has excellent cast company in the picture. Directly opposite him in the billing are Eva Marie Saint, George Sanders and, immedi-

(*Continued on page 4*)

Titus to 'Lab'

Realignment Of Republic Sales Is Set

Executive Staffs Are Cut In Home Office, Field

A complete executive realignment of Republic Pictures distribution is scheduled to be announced today by Richard Altschuler, director of world-wide sales for the company.

Three top distribution executives left Republic at the weekend. They are Walter Titus, Jr., John P. Curtin, Eastern division manager, and Edmund Grainger, Southern division manager.

Titus is being transferred from Republic to an executive post with Consolidated Film Laboratories, the associate company. Curtin and Grainger have not yet announced their future plans.

The Republic sales department will continue to be directed by Altschuler, it was learned. He is expected to be assisted by John Alexander, Western

(*Continued on page 2*)

Cantor in N. Y. On Rep. Deal

Conferences concerning the auditing of the books and records of Republic Pictures will take place here today between B. Gerald Cantor, president of Cantor, Fitzgerald & Co. of Beverly Hills, Calif., and Jesse Rubenstein, partner in Joseph D. Blau & Co., certified public accountants

(*Continued on page 2*)

Irving Briskin Forms Independent TV Unit

The formation of an independent tv producing company, which will release its product through Screen Gems and will be headed by Irving Briskin, former vice-president in charge of production at Screen Gems, has been announced by Harry Cohn, president of Columbia Pictures.

The new firm, which will begin

(*Continued on page 2*)

PERSONAL MENTION

J. J. COHN, M-G-M studio executive, who returned to New York from Europe at the weekend, will visit here for several days before leaving for the Coast.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave New York today for visits to key cities between Kansas City and the Coast.

•

SUSAN JACKTER, daughter of RUBE JACKTER, Columbia Pictures assistant general sales manager, was married here yesterday at the Hotel Pierre to ROBERT WILNER.

•

ALBERT KALBFELD, of the M-G-M special services department, was married yesterday at Crestmore Manor, Bronx, to SANDRA SAMBERG.

•

RICHARD A. HARPER, M-G-M home office sales executive, will leave here today for Albany and Gloversville, N. Y.

•

EDWIN KNOPF, producer, will arrive in New York from Hollywood on June 11, and will leave here two days later for the Coast.

•

ALEXANDER MCDONALD, of Douglas Fairbanks, Ltd., left New York on Saturday via B.O.A.C. for London.

•

DINO DILAURENTIIS, Italian producer, arrived in New York over the weekend from Rome.

•

R. A. COLISTRA, comptroller of Westrex Corp., has left New York for England and the Continent.

Para. Opens 3-Day Meeting in Dallas

DALLAS, June 3.—A three-day joint meeting of Paramount's Rocky Mountain and Southwestern divisions will open here tomorrow, with discussions of sales programs for current and forthcoming product to be led by George Weltner, president of Paramount Film Distributing Corp. and worldwide sales head; Jerome Pickman, vice-president in charge of advertising-publicity-exploitation, and Sidney G. Deneau, Western sales manager.

To Replace Nemec

A successor to Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, will be named this week, the society disclosed. Nemec submitted his resignation in mid-April, effective June 15.

Realignment at Republic

(*Continued from page* 1)

division manager, who will be transferred to the home office, and by his present assistant, Steven Dorsey.

Also leaving Republic, as reported by MOTION PICTURE DAILY last week, is Steve Edwards, director of advertising and publicity for the past 15 years.

Unconfirmed reports at the weekend were that Francis Bateman, West Coast division manager, also will leave the company. When questioned on Friday concerning reported changes, Altschuler refused to comment, saying that an official announcement would be made today.

Office Personnel Reduced

Reports of the executive changes were accompanied by other reports of impending curtailment of the field sales organization. One unconfirmed report was that the Republic studios would be leased principally to television film producers, with Republic concentrating on a limited number of higher budget productions which it might distribute through another company. Republic suspended production recently. While there was no confirmation for the report, it was recalled that a suggestion of this kind was made publicly by Yates last year. Yates also has told company stockholders repeatedly that the laboratory operations are more profitable than the production-distribution organizations. Widespread reductions of office personnel here and at the studio also have been made in recent weeks.

Cantor Deal Seen Prime Factor

The changes, however, are believed to be directly linked to the 60-day option recently obtained by B. G. Cantor, Hollywood broker, to purchase the Yates stockholdings in Republic. Further action on the option is said to be awaiting the outcome of an examination of Republic's books by auditors for Cantor.

In all, about 30 people have been let out. The advertising-publicity department is reduced to a half-dozen people, Beatrice Ross, publicity manager, being among those remaining.

Edwards plans to vacation at Lake George for two months before seeking a new connection, probably in the independent production field.

Report Due June 29 Anent Olympic TV

Notification that the Australian Olympic Committee will report June 29 whether or not agencies furnishing news film for television stations will be permitted to film the November games at Melbourne without "charge" was given yesterday at a meeting in New York between film officials and William K. Hughes, Olympic committee chairman.

Network Representatives Present

Delegates of CBS, NBC, INS-Telenews and United Press-Movietone News attended the meeting that was highlighted by Hughes' announcement of the final decision due June 29. Discussed at length during the hour-long session were methods of financing the filming of the games and what assurances would be given to the committee by the agencies that they would abide by tv news standards. The four agencies termed the meeting "hopeful" as contrasted with similar sessions in Melbourne that were reported as "deadlocked."

Academy Board

(*Continued from page* 1)

the belief being that the incumbent president, George Seaton, will be re-elected for a second term.

It could not be learned at the weekend whether or not the board would recommend the discontinuance of the Academy nominations telecast or shift the Academy Awards telecast away from commercial sponsorship.

Loew's Int'l Names Its 'Hall' Awards

The fourth annual "Hall of Fame" awards of Loew's International were announced by Morton A. Spring, first vice-president. For 1955, "Star of the Year" was Grace Kelly; "Distributor of the Year," Myron Karlin, then manager of Argentina and now manager of Germany, and "Exhibitor of the Year," Frank Page, manager of the Regent Theatre, Deal, England.

Photographs of the three winners were placed in the permanent "M-G-M Hall of Fame" at Loew's International home office. The "Hall of Fame" was instituted at the suggestion of Arthur M. Loew, president of Loew's International.

Chisholm Forms Canadian Company

The formation of a motion picture and tv production and distribution company in Toronto as a division of Associated Broadcasting Co. has been disclosed by Jack Chisholm, veteran Canadian film producer, who has resigned his position as producer with Associated Screen News, Ltd., after 20 years of service.

Chisholm said his plans include the production of industrial and educational motion pictures tv program features and commercials. At the same time, he reported that the new firm would be organizing a new merchandising plan for the distribution of tv films to Canadian stations.

Dr. Sukarno, Film Fan, Gets Industry Almanac

From THE DAILY Bureau

HOLLYWOOD, June 3.—Do Schary, vice-president of M-G-M, Friday presented to Dr. Sukarn president of Indonesia, a copy of t 1956 edition of the International M tion Picture Almanac, of Quigl Publishing Co. Dr. Sukarno, know to be enthusiastic about motion pi tures, was a guest, together with h official party, at the M-G-M studi

Cantor in N.Y

(*Continued from page* 1)

and specialists in corporate analys

The West Coast investment ban ing concern, which is headed by Ca tor, who arrived in New York ov the weekend, recently acquired a 6 day option to purchase the worki control of Republic from Herbert Yates. Under the option agreemer Cantor, Fitzgerald & Co. would pu chase a minimum of 650,000 shar and a maximum of 800,000 shares $12.50 per share from Yates and h associates.

Has Been Silent on Deal

Cantor, who has denied himself the press since his announcement the option purchase, disclosed in L Angeles at the weekend that the pri cipal object of his trip is to meet wit representatives of his auditing firm

Briskin Forms Unit

(*Continued from page* 1)

operation on July 1, will produce a extensive number of tv series over seven-year period for Screen Gem the Columbia tv subsidiary. Briskin who was studio manager at Colum bia, will join with the corporation executive officers in supervisin Screen Gem production.



Only 8¾ hours! Fly UNITED DC-7s nonstop to LOS ANGELES!

"the Continentals"— two flights daily!

UNITED AIR LINES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

TAKE ADVANTAGE OF *Columbia's* HUGE $265,000 ADVERTISING-PUBLICITY BUDGET FOR THE "TIMELIEST SHOW OF THE YEAR!"

EVEN MORE POSSIBILITIES THAN "IT CAME FROM BENEATH THE SEA!"

ALL THE TOP SHOWMEN HAVE BEEN MAKING PLANS FOR IT!

SENSATIONAL TV, RADIO, NEWSPAPER, POSTER AND ACCESSORIES PROGRAM!

TREMENDOUS BALLY TIE-UPS!



starring
Hugh MARLOWE · Joan TAYLOR with **Donald CURTIS** • Screen Play by GEORGE WORTHING YATES and RAYMOND T. MARCUS
Screen Story by CURT SIODMAK • Technical Effects Created by RAY HARRYHAUSEN • Produced by CHARLES H. SCHNEER
Executive Producer: SAM KATZMAN • Directed by FRED F. SEARS

Sales Chiefs

(*Continued from page* 1)

on Friday, were said to be one where a symposium on motion pictures be conducted and staged in Hollywood; that the company presidents and advertising sales heads tour the nation to tell all about motion pictures; institute a direct advertising campaign of an institutional nature, and that merchandising ideas to boost attendance at the point of sales be attempted.

Committee Made Suggestions

Some of these proposals, it was reported, were advanced by the advertising and publicity directors committee, which has also been meeting to find ways and means of boosting the box office.

Among those in attendance at Friday's sales managers' meeting were Altschuler, Montague, Reagan, Ken Clark and Taylor Mills of the MPAA, William C. Gehring, 20th Century-Fox, and Jules Chapman of United Artists.

Elect David Baird to ABC Vending Board

The ABC Vending Corp. has increased its board to eight members with the election of David G. Baird as a director. Charles O'Reilly, chairman, also announced on Friday that Baird has been elected to the new office of chairman of the finance committee. Baird, partner in the New York Stock Exchange firm of Baird & Co., is also on the boards of the Marine Midland Trust Co., Atlas Corp., Stanley Warner Corp., Interstate Bakeries Corp. and Ekco Products Co. He also is associated with Boston banker Serge Semenenko in the purchase of the Warner Brothers stock.

Simonelli Resigns From Ad-Pub Group

Charles Simonelli, Eastern advertising and publicity director for Universal Pictures, has resigned from the advertising and publicity directors committee of the Motion Picture Association of America, according to committee chairman Jerome Pickman, vice-president of Paramount Film Distributing Corp.

Pickman confirmed reports here at the weekend that Simonelli had tendered his personal resignation from the committee and not that of the film company. Jeff Livingston and Phil Gerald, advertising and publicity managers for Universal, respectively, will still represent the company in advertising-publicity directors' meetings and affairs.

REVIEWS:

Earth Vs. Flying Saucers *Columbia*

THIS COLUMBIA film starring Hugh Marlowe, Joan Taylor, Donald Curtis and Morris Ankrum is a sure bet to provide the double-barrel shotgun effect for exhibitors and theatre-goers alike.

Marlowe is cast as the Army scientist working on the guided missile program who suddenly becomes the hero in the war against the saucers. He shows his ingenuity in developing a high-frequency disintegration gun that disrupts the magnetic, anti-gravity equipment and saucers of the invaders.

His wife, Miss Taylor, assists him in working on the project which is proven successful when the invaders (who practically level Washington) are driven away. The film creates the war scene in a vivid way as the saucers, downed by the disintegration gun, lose their power and crazily wreck the capital buildings. However, fadeout is somewhat stereotyped as Marlowe and Miss Taylor find some time for romance and leave the audience wondering if and when the invaders will make another attack on earth and attempt to take control of our world.

Fred Sears directed and Charles Schneer produced the George Yates and Raymond Marcus screenplay and the Curt Siodmak story, suggested by the book "Flying Saucers from Outer Space" by Major Donald Keyhoe. Sam Katzman was executive producer.

Running time, 83 minutes. General classification. For July release.

JACK EDEN

That Certain Feeling (CONTINUED FROM PAGE 1)

ately below the title but on top of every minute she's on the screen, Pearl Bailey. Equally indispensable to the flow of the story is eight-year-old Jerry Mathers, and, for a while, the key character is a whopping canine performer whose name probably can be obtained on request but doesn't show up in the cast. (Neither do the names of four young performers named Linda, Tony, Nora and Kelly Hope, who make their first screen appearance in this production, but non-billing is no reason why a showman shouldn't tell his customers they're there.) A ringer, so to speak, is the cartoonist, Al Capp, who plays himself in a short but purposeful scene which gives a tang of actuality to the fiction that Hope and Sanders are cartoonists in the story.

The screenplay by Norman Panama, Melvin Frank, I. A. L. Diamond and William Altman is derived from a play by Jean Kerr and Eleanor Brooke entitled "The King of Hearts," which did nicely for them on Broadway and figures to do far more nicely for exhibitors who play this delightful descendant of the three-walled original. The story opens with Miss Saint, secretary and fiancee of Sanders, an egotistic but extremely affluent cartoonist, persuading Hope, who is another cartoonist and who used to be her husband but has gone broke on his own power and is having psychiatrist trouble, to take a job as ghost cartoonist for Sanders. Pearl Bailey, maid in the Sanders household, knows about the former married relationship of Miss Saint and Hope, which is unknown to Sanders, and takes steps to bring about a re-creation of that relationship. This takes a lot of doing, but it's accomplished in due and delirious course, during which comedy highlights are numerous.

Production and direction are by the same Messrs. Panama and Frank who shared the writing credit with the Messrs. Diamond and Altman.

In the course of the action, without interrupting or slowing it in the least, Miss Bailey sings "That Certain Feeling," "Hit the Road to Dreamland" and "Zing Went the Strings of My Heart" as only she can sing them.

Running time 103 minutes. General classification. Release date, July.

WILLIAM R. WEAVER

WB Net

(*Continued from page* 1)

tingent liabilities no longer require

The net profit for the six mont ending Feb. 26, 1955, amounted $2,081,000 after a provision $2,100,000 for Federal income tax and after a provision of $250,000 f contingent liabilities.

The net profit for the six mont ending last Feb. 25 is equivalent 75 cents per share on the 2,474,2 shares of common stock outstandi at that time. The net profit for t corresponding period last year w equivalent to 84 cents per share the 2,474,280 shares of common sto then outstanding.

Rentals, Sales at $37,587,000

Film rentals, sales, etc., for the s months ending Feb. 25 amounted $37,587,000, as compared with $3 079,000 for the corresponding peri last year.

For the third quarter ending M 26, 1956, film rentals, sales, etc., we considerably lower than those of t corresponding quarter last year a those of the second quarter in t current year, the company said. Th decrease will be reflected in the n operating results for the period.

'Trapeze' to Bow

(*Continued from page* 1)

the entertainment world and civ officials at the premiere of the Unite Artists release that stars Gina Loll brigida, Burt Lancaster and To Curtis.

Seventy-seven tv stations and so 572 radio outlets throughout the n tion will broadcast coverage of t premiere. A film version of the lobb festivities will be carried on t "Today" program tomorrow mornin while "Monitor" will record the show ing for broadcast this Saturday ov 192 NBC radio outlets. The Mutu network will beam a description the premiere via some 380 statio of the network.

Walsh Returns

(*Continued from page* 1)

the new AFL-CIO headquarte building here tomorrow, followin which he will attend meetings of t AFL-CIO executive council, of whic he is a member, during the remainde of the week.

Big K.C. Holiday Takes

KANSAS CITY, June 3.—Despit varied and strenuous competition f the public's entertainment dollars, in cluding morning and afternoon base ball games, attendance at Kansas Cit film theatres on Memorial Day totale more than 80,000 persons, a check o managers and owners revealed.

THE SUPERSCOPE 235
2:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

SUPERSCOPE STANDARDIZES THE WIDE SCREEN
ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES
PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE

THE SUPERSCOPE 255
2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Listen Seatbelts

It's going to be a bumpy ride through Washington in the next several weeks. In comparison with Mr. Frank Stanton's blast at Senator John Bricker ("King Canute"), last week's name-calling was a good deal more subtle, less imaginative but perhaps even more impassioned. There was that NBC statement which suggested all sorts of collusion on the part of our TV film syndicators, and there was an answer from the latter, announcing concurrently the formation of the Association of Television Film Distributors (Official Films, Screen Gems, Television Programs of America, Ziv TV). On the horizon there are those personal appearances of NBC's Robert Sarnoff, CBS's Frank Stanton and ABC's Robert Kintner before the investigating Senate Interstate Commerce Committee June 11-12, and lurking everywhere there are rumors about anti-trust suits being readied against the networks. It *is* going to be a bumpy ride, and Washington's lovely hot weather isn't going to soothe the tempers.

Convention Addenda

With all the people the networks are carrying to the Chicago and San Francisco political conventions, it may be rather difficult for a casual delegate to gain entrance to the proceedings. On top of CBS-TV's recent declaration that it would be represented by "325 people, 22 tons of equipment and a small air force," ABC announces that it will have on hand 350 people and that it is constructing for its own use in the Amphitheatre and in the Cow Palace two 14-room suites which are, in effect, buildings-within-buildings. Both ABC and NBC are keeping their plans cement their air forces top secret. NBC, by the way, has engaged H. V. Kaltenborn, whose claim for lasting fame rests about equally on his newscasting, his tennis game and an imitation of him done by Harry Truman in 1948, to deliver convention analyses shaped for that portion of the younger audience which receives rock 'n' roll music the least. Also on NBC in the course of this Spring and Summer, will be Dr. George Gallup, who'll be interpreting the various political polls and the background of surveys made during the pre-convention and campaign periods.

Guild Progress

▶ The Securities and Exchange Commission last week cleared for listing on the American Stock Exchange the common stock of Guild Films (traded over the counter since October, 1954), thereby adding another chapter in a success story which began, officially, June 11, 1952, the day the company was organized. The original investment in the company totalled $28,000 in cash and $15,000 in loans. As listed on its application to the American Stock Exchange, Guild's assets were $5,581,282 as of February 29, 1956. The company has no funded debt. A total of 1,099,015 shares of common—the only class of stock—is listed for trading. If the past is any sort of measuring stick, the future seems full of growth possibilities.

CBS-TV Comedy Lineup

▶ With the announcement that S. C. Johnson & Son and the Pet Milk Company has signed to co-sponsor again the Red Skelton Show for 1956-57, CBS-TV has its new comedy lineup about as firm as anything can be in a world of rapid change. Disappearing from the network are the veteran Our Miss Brooks, and Jackie Gleason's The Honeymooners and It's Always Jan, one-season wonders. Mr. Gleason, of course, will be back in his bigger than life-size, one-hour live format. CBS-TV's New York flagship station, WCBS-TV, announced for its own part during the week that it has purchased 78 quarter-hour Patti Page Shows from Screen Gems. Effective July 7, they will replace the existing Frankie Laine Show.

ABC Spectaculars

▶ The American Broadcasting Company, which will be entering the field of spectaculars for the first time next season, is doing it in a big way. They now are announcing spectaculars for the small fry, specifically, three 90-minutes Red Goose Kiddie Spectaculars sponsored by the International Shoe Company. The first, Saturday morning, August 25, will originate from the St. Louis Zoo. The formats for the next two shows, October 6 and December 8, will be announced later. ABC also confirmed this week the report that the Pabst Brewing Company and the Mennen Company have signed again to continue their co-sponsorship of ABC-TV's popular Wednesday Night Fights in the 1956-57 season.

NARTB Code Board

▶ In Washington tomorrow and Wednesday the Television Code Review Board of the National Association of Radio and Television Broadcasters will be meeting to discuss, among the various topics, amendments to the Code, a review of the possible affiliation of TV film producers and distributors with the TV Code and a study of violations of the NARTB Code by subscribers. The latter, whose advertising practices may have been at variance with provisions of the Code, have been asked to supply information regarding their current advertising policies. These responses will be studied in the course of the meetings. Featured speaker at the board's luncheon meeting tomorrow will be George C. McConnaughey, chairman of the Federal Communications Commission.

Color Sessions

▶ Color orientation sessions, which began in March for WNBQ clients, now are available to all agencies and their clients, Floyd E. Beaston, WNBQ sales manager has announced. The expansion of the sessions will make the WNBQ color facilities available to all agencies and their clients to conduct camera and lighting tests on products, packaging, trademarks and other visual aids used in staging and presenting live commercials.

In Our View

THE move toward better programming, from the standpoint of the presentation on television of programs more desirable for the family audience which for the most part forms the basis of all TV viewing, currently takes on new impetus, as reported elsewhere in these columns today.

Tomorrow and the next day, at the headquarters in Washington of the National Association of Radio and Television Broadcasters, will be held a meeting of the Television Code Review Board of that body. G. Richard Shafto of WIS-TV, Columbia, S. C., is chairman of that board. Violation of Code recommendations by Code Subscribers will be the chief facet of the planned discussions. At the same time the board plans to review the possible affiliation of TV film producers and distributors with the Television Code, probably offering the producers and distributors opportunity to subscribe to the Code on an associate basis. Code adherence is now confined to operating television stations and networks. Any move designed ultimately to bring all elements of the television industry into cohesive adherence to a single set of standards aimed at improving the output of television is a move all to the good, and merits the greatest encouragement.

A lively, intelligent interest in TV programming on the part of responsible groups, in the direction of suggestion and assistance, can be beneficial, and should be so viewed by the industry.

—Charles S. Aaronson

Passing in Review

NBC-TV's PRODUCERS' SHOWCASE last Monday night gave at least one televiewer the distinct impression that Max Liebman had spread his color from Saturday to Monday, which is not to deprecate Mr. Liebman's efforts in TV operetta. It's just that "Bloomer Girl," with a book that might best be described as sub-Broadway, was not the sort of thing with which Producers' Showcase has made its reputation. Producer Alex Segal must have been bewitched by the Harold Arlen score, one of his loveliest, and by his attractive cast. Everything else was humbug, not excluding Agnes DeMille's Civil War ballet which, in another show, might not have looked like a parody of all pretentious "integrated" dance patterns which have been the vogue since "Oklahoma!"

Two of television's (CBS-TV's) top comedians were in fine form during the week, meaning that they both were a lap or two ahead of their material. Jackie Gleason Saturday night (May 26), while helping Art Carney to a promotion in his sewer, gave further indication—if any was needed—that he is a very legitimate, comic actor—a sort of Brooklyn Raimu—who one day should do better things. Tuesday night Phil Silvers managed to make a lengthy sketch about holding up Fort Knox an item of joy. Real-life television ranged wide, from a discussion of Bridey Murphy on WRCA-TV's Open Mind (Saturday, May 26) to an engrossing account of the current doings in Antarctica (see below). If anyone still has any thoughts at all about Bridey Murphy, the Open Mind might have been interesting. Otherwise . . . Pud, Ginger and Sonny Fox visited the garment district Sunday on CBS-TV's Let's Take a Trip, and it was a surprising amount of fun. So were the bickerings of Leonard Hall and Paul Butler, by way of celebrating the 28th anniversary of the American Forum, NBC-TV, Sunday afternoon.

With exceptions (see below), the dramas of the week left a good deal to be desired, with Wednesday night an especially dreary time for anyone who looked to get his kicks at home. NBC-TV's Kraft Theatre displayed one of those dramas about a boy who thinks he is a nobody but comes to know that he really is a somebody when everybody comes to see him off at the bus depot, about as inarticulate as inarticulate drama can go. The succeeding hour on CBS-TV was occupied by the 20th-Fox production of "The Empty Room," an empty play concerning the problems of some drab, upper middle class English types. Elsewhere, and in greater detail:

ROBERT MONTGOMERY PRESENTS: "Who," NBC-TV, 1 Hour, 9:30 P.M., EDT, Monday, May 28, 1956. Live, from New York. For Johnson's Wax.

An odd little drama, which must certainly have looked peculiar in script form, turned out to be perhaps the best Montgomery show of the season as well one of the top original television comedies of the year. "Who," written by Robert Wallace, was an unusually funny, slightly fantastic slice of life, the story of one day in the life of a fairly average man, with the twist being that he is seen principally as others see him. The "whole" man (the Who of the title) was hilariously portrayed by Tom Poston, with six other actors alternately showing up as Poston in guises ranging from godlike to sloblike and just plain nasty. There was little actual story to Mr. Wallace's script, but it packed a lot of true humor in its observations of life, whether it had to do with repairing a child's toy or a visit to the dentist's chair. John Newland gave the show a carefully conceived production, always honest but light as a feather, and had a cast that was near perfection. This included Frances Sternhagen as Mrs. Who; Frank Schofield, Robert Carroll and William Darrid, as three of the six alter egos, and Ben Yafee as the ever-smiling dentist, a very funny performance that might be considered libelous by the American Dental Association. It should be noted too that here—in form, anyway — was a true television comedy, sort of elaborate blackout skit with heart, too thin perhaps for the stage or theatre screen and too big for legitimate revue.

CAMERA THREE: "The Limits of Freedom," Part II, CBS-TV, ½ Hour, 11:30 A.M., EDT, Sunday, May 27, 1956. Live, from New York. Sustaining.

Another particularly fascinating journey down television byways was provided in Camera Three's series on the nature of justice and the law. Part Two, an adaptation of Plato's Socratic dialogue, "Crito," was exploration of the working of Socrates' mind as he debated whether or not to escape from Athens after being condemned to death. By letting Socrates speak for himself, Clay Yurdin, who did the TV adaptation, also managed to draw fascinating contrasts and parallels between the then of ancient Greece and the now as depicted in the odd mental gymnastics of the condemned protagonist of Arthur Koestler's "Darkness at Noon." In this instance Camera Three was especially fortunate in having Michael Higgins as Socrates. Mr. Higgins spoke with just a touch of an Irish brogue which, instead of being completely incongruous, added a measure of beauty and intensity which the lines—lucid as they were—might otherwise have lacked. John McGiffert directed.

CIRCLE THEATRE: "The Second Family." NBC-TV, 1 Hour, 9:30 P.M., EDT, Tuesday, May 29, 1956. Live, from New York. For Armstrong Company.

In this semi-documentary, with the focus on a typical high school in the New York area, and particularly on its teachers, television once again achieved a high level of objectivity, interest and performance. The teleplay, by Art Wallace, significantly indicated the kind of problems faced each day by the members of a high school faculty. It was a wholly sympathetic, understandable presentation which took on added value in these days of educational problems. Especially outstanding was the work of Harry Townes, as the popular, successful teacher torn between his love of teaching and an opportunity to earn considerably more money selling insurance. Also excellent were Larry Gates as the responsible, understanding principal whose difficulties are many, trying to do the best for his school and students on a limited budget; and Loretta Leversee, as the probationer who cannot maintain discipline in a classroom, and thus proves herself inadequate as a teacher despite a strong desire to continue. John Cameron Swayze offers intelligent, brief narration,

ANTARCTICA: THIRD WORLD (Part II), NBC-TV, 1 Hour, 4 P.M., EDT, Sunday, May 27, 1956. Film.

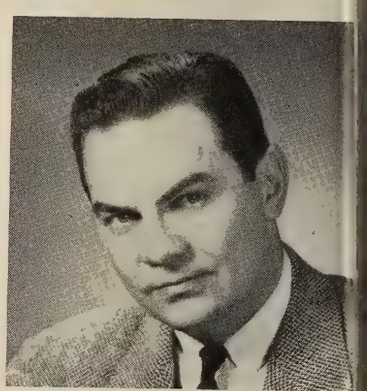
NBC's second installment of its coverage of the current Antarctic expedition was fully as satisfying as the first, telecast February 26. Bill Hartigan's camera work is amazingly good considering the conditions under which he had to work, but the supplementary narration might have been more informative on a general level, surprising since most TV commentary is never specific enough. The purpose of the entire expedition tends to be forgotten in the midst of all the specific visual effects. The death of two Navy men in the line of duty thus seems a terrible waste when they are not equated against the larger aims of Operation Deepfreeze. Reuven Frank produced under the supervision of Joseph O. Meyers, manager of NBC News.

FORD THEATRE: "Sheila." NB TV, ½ Hour, 9:30 P.M., E Thursday, May 24, 1956. Film.

Once again, in this good play the Ford Theatre series, is pro the essential fact that good p formances are a prime requis It's the work of Irene Dunne, w able assistance from Philip Ob Elinor Donahue and Stepha Griffin which brings this televisi play to a high level. Miss Dun is the head of a girls' school a a widow. She has a happy rapp with her daughter, and is mov in the direction of a new roman when the daughter of this m lacking feminine parental att tion, tends to slip off into a rom tic problem. Her own daught drawn into the situation, is t between her basic honesty in relations with her mother, and l loyality to her friend. There a tense period of stress until t circumstances are resolved.

Who's Wher

Last week these changes:



ROBERT R. NELSON, who Thursday l rejoined WARD-TV of Johnstown, P this time as executive vice-preside Previously, he'd been with the stati from 1946 to 1955, as general manag The intervening time he's been stati manager for WPFH-TV, Wilmington.

RANDY BRENT has been appoin ed to the newly-created post administrative manager of sport effective immediately, it has bee announced by **WILLIAM Ma PHAIL**, director of sports for CB TV sports head.

FRANK BROWNE has been name southern sales supervisor an **SANDY SANFORD** and **JOH ROSSITER** have been added to th sales staff, it has been announce by **ROBERT H. SALK**, director o sales of Screen Gems, Inc., tele vision subsidiary of Columbia Pic tures Corp.

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TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

The Show-Makers

Combat Sergeant, a new ABC- adventure series, makes its but Friday, June 29. **Michael omas** will star. **Mara Corday** d **Cliff Clark** are also in the cast.

◆

Mark Roberts and **Georgann inson** star in the concluding ry on "Date With Life," which ns four weeks, Mondays through idays, June 4-29 over NBC-TV. so appearing are **Henry Lascoe, t Sully, Stanja Lowe, Lois Wilson** d **Lawrence Webber. Eugene** rr is executive producer, **Wally ateauvert** produces and **Lela ift** directs.

◆

The new Kaiser Aluminum Hour es on the air July 3 under the gis of a producers company rmed by **Worthington Minor** with ree producer-directors, **Franklin haffner, Fielder Cook** and **George y Hill.** The hour will be seen on BC-TV every other Tuesday.

◆

Joseph Cotten will be host-narra- of On Trial, a new half-hour ned TV series based on famous d authentic court trials to be n on NBC-TV Friday evenings ree weeks out of four, beginning September. On Trial is pro- ed by **Collier Young.** Supervis- writers are **Larry Marcus** and **n Mankiewicz.**

◆

'The Boarding House," adapted from James Joyce's "The Dubliners," will be presented on the United States Steel Hour Wednesday, June 6 on CBS-TV. The production stars **Evelyn Arden** and features **Jerome Kilty, Lisa Daniels** and **Felix Munso.** The hour is a Theatre Guild production.

◆

Farley Granger and **Phyllis Kirk** star in "Faceless Enemy," on CBS-TV Thursday, June 7. **Jay C. Flippen** is also in the cast. Written by **Frances** and **Richard Lockridge,** it was adapted for "Climax!" by **Eliot Asinof. Edgar Peterson** is producer and **Russell Stoneham** directs. Host is **Bill Lundigan.**

◆

A musical version of **Elmer Rice's** play, "The Grand Tour," will be colorcast on NBC Saturday, June 9. "Holiday," on Max Liebman Presents, stars **Doretta Morrow, Keith Andes,** and **Kitty Carlisle.** The program will be Mr. Liebman's final NBC color Spectacular of the 1955-1956 season.

◆

Two adventure series, Superman and Wild Bill Hickok, bow on WABC-TV, Channel 7, effective June 5 and 7 respectively, under the sponsorship of the Kellogg Company. **George Reeves** stars in Superman and **Guy Madison** as Wild Bill Hickok.

◆

Ten original half-hour dramas are to be featured in a new series starting on the ABC-TV network Tuesday, July 3, from 9-9:30 P.M., EDT, sponsored by the Appliance and Television Receiver Division of the General Electric Company. Ranging from mystery to comedy, from drama to musicals, the series will include as stars **Vivian Blaine, Scott Forbes, Zachary Scott, James Mason, Ben Blue, Arthur Treacher, Arnold Stang, Joe E. Brown** and **Claude Dauphin.**

◆

James Craig stars in the drama, "Cubs of the Bear," on Twilight Theatre Monday, June 11 on ABC-TV. **David Saber** and **Joey Larson** appear as the boys and **Richard Wessel** as their father.

◆

Jerome Shaw and **Mel Ferber** have been signed, respectively, to produce and direct "Victor Borge's Comedy in Music," the special, full-hour, one-man show on CBS-TV Thursday, June 14.

FCC Studies Effect of "Translator" On Community Antenna Systems

WASHINGTON: The Federal Communications Commission realizes that its recent action authorizing the construction of "translator" television stations to bring TV programs to small isolated communities threatens the established community antenna systems.

Translators take relatively inexpensive, low-powered equipment designed to receive the signals of existing television stations and converts them and retransmits them locally. The community antenna systems generally pipe in programs over common carriers from originating stations and then send them into homes in the community by wire hookups.

In its decision authorizing the translator stations beginning July 1, the FCC noted that some of the parties to the proceedings had urged that the Commission consider the effect translators would have on established community antenna systems. Specifically, the FCC said, these parties expressed the fear that the translators would run the community antenna systems out of business, and some suggested a breather period of several years during which existing community antenna systems would be protected from the competition of new translators.

◆ ◆

The Commission said it recognized that community antenna systems had served an important function in bringing TV to isolated communities. However, it said, these systems do not provide a broadcast service to the public at large but rather to a limited number of subscribers who must pay a fee.

"The Commission is obligated under the Communications Act to provide a fair and equitable distribution of television service," the FCC said. "We would not be warranted in withholding the authorization of translators, designed to provide television to isolated communities, merely because they would compete with community antennas providing service to some people at a fee."

OMMERCIALS ON THE SPOT

ontinued activity in production of new commercial spots, to freshen advertising appeal for a variety of products, includes:

ACADEMY PICTURES
ldroot Hair Tonic (*BBD & O*)
lvania Bulbs (*J. Walter Thompson*)
ott Paper Products (*J. Walter Thompson*)
neral Electric Skillets (*Y & R*)
usehold Finance Corp. (*Needham, Louis & Brorby*)

ANIMATED PROD.
ty (*Franklin Bruck*)
ick Cars (*Kudner Agency*)
rbert Tareyton Cigarettes (*Hackett*)
vlon Lipstick (*Norman Craig & Kummell*)

GEORGE BLAKE ENT.
evrolet Cars (*Campbell Ewald*)
Sentrol (*Emil Mogul*)
Lucky Strike Cigarettes (*BBD & O*)

At CALHOUS STUDIOS
Esso Gas & Oil (*McCann-Erickson*)
Sagner Clothes
Aburn's Coffee (*Anderson & Cairns*)
Raleigh Clothes (*Direct*)

At DYNAMIC FILMS
Chas. Antell Products (*Direct*)
Electric Blener (*Television Adv. Assoc.*)
Acidex Cleaner (*Television Adv. Assoc.*)

At PETER ELGAR PROD.
Life Cigarettes (*Ted Bates*)
Woodbury Shampoo (*Robert W. Orr*)
Cheer (*Y & R*)

At SARRA, Inc.
Aunt Jemima Pancakes (*J. Walter Thompson*)
Purina for Liverstock (*Gardner Adv. Ag.*)
Jax Beer (*Fitzgerald Adv. Ag.*)
Wonder Bread (*Ted Bates*)
Cudahy Sausages (*Kav-Van Pieterson-Dunlap*)

At TRANSFILM
Robert Hall Clothes (*Frank Sawdon*)
Speidel Watchbands (*Norman Craig & Kummel*)
Saran Wrap (*MacManus, John & Adams*)
Old Gold Cigarettes (*Lennen & Newell*)
Sentry Toothpaste (*BBD & O*)

At UPA PROD.
Piels Beer (*Y & R*)
Chrysler Cars (*McCann-Erickson*)
Sealtest Ice Cream (*N. W. Ayer*)
Seabrook Frozen Foods (*N. W. Ayer*)

At UNITED WORLD FILMS
Marlboro Cigarettes (*Leo Burnett*)
Lux Liquid (*J. Walter Thompson*)
General Electric Products (*BBD & O*)
Falstaff Beer (*Dancer, Fitzgerald, Sample*)
Conoco Gas (*Benton & Bowles*)
Colgate Toilet Products (*Lennen & Newell*)
DeSoto Cars (*BBD & O*)
Kellogg's Breakfast Foods (*Leo Burnett*)
Pabst Beer (*Leo Burnett*)




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OL. 79. NO. 108 NEW YORK, U. S. A., TUESDAY, JUNE 5, 1956 TEN CENTS

'o Hear Reports

ohnston Sets leet With MPA oard Today

ssociation Head Plans icense Talks in Europe

The board of directors of the Mo- on Picture Association of America ill meet today to hear a report by PAA president Eric Johnston on his rthcoming trip to Europe and to ear progress reports from its vari- us committees, it was reported here esterday.

There also is the possibility of com- anys' presidents discussing the spon- rship of next year's telecasting of e Academy of Motion Picture Arts nd Sciences' "Oscar" presentations. ohnston, it was reported early last eek, was scheduled to meet with

(*Continued on page 4*)

NTA Attacks NBC or Statements on Network Telecasting

Strong objections to the inference y the National Broadcasting Co. that film programming is "undesirable, noriginal, unexciting and unimpor- nt insofar as network broadcasting concerned" were made yesterday the television network by National elefilm Associates, Inc.

In a prepared statement, Ely A. andau, president of NTA, strongly riticized the "statement of facts" ubmitted by Robert Sarnoff, presi- ent of NBC, to a Senate Committee n Interstate and Foreign Commerce

(*Continued on page 4*)

Circus Note on B'way As 'Trapeze' Opens

An estimated 4,800 persons, includ- ng many national and international gures, attended last night's opening f Hecht and Lancaster's "Trapeze" t the Capitol Theatre here. Burt ancaster, who stars in the film with ina Lollobrigida and Tony Curtis, as a guest, as were a very large roup of key industry executives.

The festive proceedings were high-

(*Continued on page 4*)

Illinois TOA Unit Asks 'High Level' B.O. Booster Parley

Special to THE DAILY

SPRINGFIELD, Ill., June 4.—The board of directors of the United Theatre Owners of Illinois passed a resolution at its annual meeting calling for a nationwide high-level conference of production and exhibition in order to solve the problem of the decline in theatre attendance and to discuss the production of pictures more suitable for American consumption.

The UTOI, an affiliate of Theatre Owners of America, also elected Ralph Lawler as president, succeeding retiring president George Kerasotes, who was voted chairman of the board.

Other officers elected were Russell Lamb, vice-president; Gene Russell, secretary-treasurer, and Eddie Zorn, honorary board chairman.

Name Arnold Jacobs Dominant Sales Chief

Arnold Jacobs, formerly vice-president of Union Films, will join Dominant Pictures Corp. as general sales manager. Norman Katz, Dominant's vice-president in charge of distribution, announced that Jacobs will assume his new post next Monday.

In keeping with Dominant's recent entry in the national distribution field, Katz reported that the expansion has already resulted in exchanges being set up in several key Western areas. Offices have been established in Los Angeles, San Francisco, Denver, Seattle, Salt Lake City and Dallas.

Confirm Talks for Sale of N.Y. Roxy

Reports of negotiations for the sale of the Roxy Theatre by National Theatres were confirmed yesterday, but the prospective buyer was not identified. However, there were strong hints that Rockefeller Center, Inc., may be the purchaser. The Rockefeller property now extends on 50th Street to the back wall of the Roxy and it is understood that the Rockefeller interests seek to extend their property through to Seventh Avenue.

'Dark Wave' Profits To V.C. Foundation

The Variety Club Foundation to Combat Epilepsy, Inc., will receive all profits accruing from the theatrical distribution of "The Dark Wave," it was announced yesterday by Harold J. Klein, president of the Variety Club of New York. "The Dark Wave," the first motion picture on epilepsy to be made for theatrical dis-

(*Continued on page 4*)

20th-Fox to Start 10 In 'Scope in 2 Months

From THE DAILY Bureau

HOLLYWOOD, June 4.—Twentieth Century-Fox, within the next two months, will start production on 10 high-budget CinemaScope features, it was announced here today by Buddy Adler, executive producer, who returned to the studio at the weekend.

Invites European Producers

Co-Production in Spain Stressed by Gosch; Reveals New Company Plans

By JACK EDEN

The potentialities of worldwide distribution of European co-produced films were pointed up yesterday by producer Martin Gosch who, as president of a production company in Madrid, Spain, has extended an invitation to European producers to enter into co-production agreements with his firm.

At a trade press conference, Gosch said that such co-produced films would have a better chance for international distribution, particularly in the U. S. where co-production films to date have been hampered by what he called "foreign characteristics." As such, he said, these foreign traits should work for the producer and not hamper his product as has been the case of European films to date.

Gosch cited as an example the films of "Don Camillo" that have been co-produced by Italy and France. It was his opinion that the lack of English, or more particularly the use of English titles, has limited the films' appeal here to art houses. In contrast,

(*Continued on page 5*)

Asks Vigilance

Compo Warns Of Tax Studies In Nine States

Asks Fight Against Tax Threats Facing Industry

The appointment of taxation study committees in nine states that will consider possible revisions in state revenue laws was disclosed yesterday by Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, who said he has advised exhibitors and other industry representatives to familiarize themselves with the project and to guard against the possibility of seeking legislation that would be contrary to the interests of the industry.

"Exhibitors and distribution regional representatives should be particularly alert," Coyne said, "to prevent the introduction of enabling acts permitting municipalities to impose local admission taxes where they do not already exist. They also should oppose suggestions for high license

(*Continued on page 4*)

Loew's 'No Closer' To TV Sale Deal; Melniker to Board

Loew's, Inc., is "no closer" to making a television deal now than it was three weeks ago, Howard Dietz, vice-president in charge of advertising and publicity, and a director of the company, declared following a special meeting of the Loew's, Inc., board of directors yesterday.

Dietz stated that "no decision has

(*Continued on page 4*)

WGA and Webs Sign; Strike Is Averted

From THE DAILY Bureau

HOLLYWOOD, June 4. — The threatened strike by the Writers Guild of America against the television networks was averted today with the signing of a new contract between the webs and the guild. By the terms of the pact, arrangements with the networks are now brought into line

(*Continued on page 2*)

PERSONAL MENTION

WILLIAM J. HEINEMAN, United Artists vice-president in charge of foreign distribution, and JAMES VELDE, general sales manager, have returned to New York from Hollywood.

•

OSCAR F. NEU, head of Neumade Products, is scheduled to return to New York from Europe late this week aboard the "Ile de France."

•

NICK E. BRICKATES, Connecticut district manager for Stanley Warner Theatres, has returned to New London, Conn., from Washington.

•

ED MOREY, Allied Artists vice-president, and MOREY R. GOLDSTEIN, vice-president and general sales manager, are in Toronto from New York.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject sales, will arrive in Kansas City today from Oklahoma City.

•

MORTON SCHWAM, of the 20th Century-Fox exploitation department, will be married in the autumn to SHEILA PSHEDESKY.

•

R. E. WARN, Westrex Corp. vice-president, has arrived in Hollywood from New York.

•

DAVID ROSE, musical director, will leave here today for London via B.O.A.C.

Regents' Reversal Asked for 'Lover'

Papers were served yesterday on the Commissioner of Education in Albany, petitioning the Board of Regents to reverse the decision of the New York censors denying a license for the exhibition of "Lady Chatterley's Lover." The French film version of the D. H. Lawrence novel was acquired recently by Kingsley International Pictures from Orsay Films, S. A., of France for distribution in the United States.

U-I's Jack Langan Dies in Kansas City

KANSAS CITY, June 4.—Funeral services for Jack Langan, former branch manager of the Universal-International exchange here for 26 years, were held here last Friday. Langan, who retired from the manager's post last year due to poor health, also worked for 15 years in the film industry at Denver.

See Record Turnout For Golf Tournament

A record turnout from all branches of the entertainment industry is expected at the fifth annual film industry golf tournament being sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club on June 14, it was reported yesterday by Martin Levine, tournament chairman and co-chairmen Harold Rinzler and Marvin Kirsch, following a count of initial entries.

Cinema president Robert K. Shapiro and past presidents Max Youngstein and Burton Robbins joined in urging participants to make early reservations. Among those who have already entered are William J. Heineman, James Velde, Hugh Owen, Len Gruenberg, Edward L. Fabian, Solomon Strausberg, Morris Strausberg, Stanley Kolbert, Emanuel Frish, Joe Malcolm, Charles Okum, Joseph Felder, Dr. Arthur Epstein, Harry Goldstone, George Hornstein, Philip Fliasnick, Joseph Wohl, Joe Ingber, Joseph Sugar, Martin Kornbluth, Saal Gottlieb, Herman Ripps, Bernard Brooks, Norman and Alan Robbins and Irving Dollinger.

MPTV Wins N.D. Contract Action

MINOT, N. D., June 4.—A district court jury has handed down a favorable decision for Motion Pictures of Television, Inc., following litigation entered into by North Dakota Broadcasting Co., KSJB-TV, which allegedly sought to break its contract for 25 Walter Wanger films which the tv distribution company was releasing.

KSJB-TV, in its breach of contract suit, charged that MPTV was supplying poor prints and servicing. The jury ruled in favor of MPTV and threw out all counterclaims.

Buys List Shares

Five-year-old Viki Laura List visited the trading floor of the New York Stock Exchange with her parents yesterday and watched while an order to buy 100 shares of List Industries Corp. was executed on her behalf. Viki's father, Albert A. List, is chairman and president of List Industries. The company, formerly RKO Industries, made its debut in the Stock Exchange under the new name.

WGA, Webs Sign

(*Continued from page* 1)

with the contracts governing film studios tv units.

Accord was reached on the two prime issues: non-exclusivity of writers' services and separation of rights. The latter clause provides that the network will not differentiate between writers assigned to a single series and those whose work calls for a multiple series.

Funeral Rites Held For Jean Hersholt

HOLLYWOOD, June 4.—Funeral services were held here today for actor Jean Hersholt, 69, known as Dr. Christian of the radio and motion picture industry, who died Saturday after a year-long siege of cancer.

Hersholt for 20 years was president of the Motion Picture Relief Fund and for five years head of the Academy of Motion Picture Arts and Sciences, being widely credited with having placed the latter organization on the solid footing which it enjoys today.

A Danish immigrant, Hersholt was recognized as a pioneer in the motion picture industry. He founded the Motion Picture Country Day Home and directed the home for 18 years. In 1906, he pioneered the short comedy in Danish films and appeared in his first American film in 1913. Among his better known films were "Abie's Irish Rose," "Greed," "Stella Dallas," "Grand Hotel" and "The Country Doctor."

Among the many honors bestowed upon Hersholt were the knighthood from his native country, two special film Oscars, honorary degrees from four American colleges and, last month, one of the biggest civic testimonials in Hollywood history.

'Searchers' Strong In Southern Dates

With holdovers the rule in almost all of its 300 initial engagements, which started on Memorial Day, C. V. Whitney's "The Searchers" started its runs in the South over the past weekend to grosses which are reported by Warner Brothers, distributors, to be exceptional.

Typical of the takes below the Mason-Dixon Line are: the Fox Atlanta, $13,810 for three days; Alabama, Birmingham, $9,616, three days; Majestic, Dallas, $13,170, four days; Plaza, El Paso, $9,138, three days; State, Galveston, $4,195, three days; Ft. Worth, $11,017, three days; Metropolitan, Houston, $13,047, four days; Center, Little Rock; opened Sunday to a big $3,085; Miami, opened Saturday in three houses day-and-date for a two-day gross of $18,-194, and Majestic, San Antonio, $16,-389, five days.

New Firm Has Holt, Nichols, Grainger

HOLLYWOOD, June 4. — Dudley Nichols and Nat Holt have announced the formation of an independent producing company in which James R. Grainger will own an interest and supervise distribution and sales. "Outlaws in Town" will be the first production. Release channel remains to be chosen.

Fox and NBC Radio In Broadcast Tieup For 'The King and I'

Twentieth Century-Fox and t National Broadcasting Co. ha entered into what is said to be t largest national film promotion ev set with the NBC Radio Network f Rodgers & Hammerstein's "The Ki and I," in CinemaScope 55. The a nouncement was made jointly Charles Einfeld, vice-president of t film company, and Charles Ayre vice-president in charge of the rad network.

Starting tomorrow evening an continuing over a six-week perio the facilities of the 193 station ne work will be harnessed in the cam paign backing the musical dram which will be released in July.

To initiate the drive, the Capit Records soundtrack album of "Th King and I" score will have its wor premiere tomorrow night on a speci network show, between 9:30 an 10 P.M.

Multiple playings of the film score is designed to gain attention f the film's joint world premiere, Jun 28, at the Roxy, New York, an Chinese, Los Angeles, as well as oth first engagements starting late in Jun and early July. NBC remote units wi cover the twin openings.

The massive campaign will mov into high gear the weekend of Jun 30, when NBC's "Monitor" show wi start featuring a series of endorse ment announcements by Debora Kerr. Such "Monitor" personalitie as Dave Garroway, Clifton Fadiman Bob and Ray, Ben Grauer, Henr Morgan and Leon Pearson also wi deliver messages on the production.

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Spectacular New York Opening for 'Trapeze'

A SELL-OUT audience of 4800 packed the Capitol Theatre on Broadway last night for the big, long-ballyhooed premiere of Hecht and Lancaster's "Trapeze," which United Artists is backing with a huge $2,000,000 promotion. Hollywood topliners on hand were headed by Burt Lancaster, who stars with Tony Curtis and Gina Lollobrigida in the multi-million dollar CinemaScope circus thriller.

Filmed and recorded highlights of the premiere are being carried to an audience of 90,000,000 on Dave Garroway's NBC-TV show and 572 radio stations.

Geared for the greatest grosses in UA's 37-year history, "Trapeze" will open in about 400 key situations during the July Fourth holiday week.

At the right, clowns and a ringmaster perform for the thousands of spectators crowding against the police lines along Broadway.





This was the scene as Times Square crowds converged on the Capitol Theatre to watch the arrival of celebrities. A huge turnout of film industry leaders attended the red-carpet opening.



Shown in the lobby (left to right), are: Joseph Sugar, UA New York branch manager; Max Chasens, of Hamid Theatres; James R. Velde, UA general sales manager, and Mori Krushen, UA exploitation head.



UA's vice-president, Max E. Youngstein (left), greets James Hill (center), producer of "Trapeze," and Harold Hecht, of Hecht and Lancaster. The visiting pair flew in from the Coast for the gala bow.



Burt Lancaster, star of "Trapeze," is interviewed by Dave Garroway before the NBC-TV cameras. Coverage of the premiere is being carried by 77 television stations and 572 radio outlets. (*Advt.*)

Compo Warns

(*Continued from page* 1)

fees or other imposts which would be a financial burden to exhibitors and distributors. If any legislation adverse to the motion picture industry is suggested at public or private hearings of these committees, industry representatives should ask for an opportunity to present testimony in opposition to such adverse suggestions before the committees make their reports."

Sees Lack of Organization

"Exhibitors in well organized states and localities need no prodding from COMPO. Organization in some areas, however, is almost nil and in those areas local levies can be a great danger."

A summary of the tax studies now in progress, compiled by COMPO, follows:

ALABAMA—An interim legislative committee, now in its organizational stage, has been authorized "to make a complete and detailed study of all revenue laws of the state of Alabama, exclusive of laws providing revenues for counties, municipalities and political sub-divisions of the state."

FLORIDA—The last session of the legislature authorized the formation of the Florida Citizens Tax Council to study possible revision of state and local taxes. No public hearings have been held and none are anticipated, according to Mr. Ileus, until later this year.

IOWA—X. T. Prentis of Mount Ayr is chairman of a committee created by a joint resolution of the last General Assembly to make a special study of Iowa taxes. It will make its report to the Governor by Sept. 1.

MICHIGAN—The last legislature passed a resolution "providing for a bi-partisan committee of the House of Representatives to study specific tax and revenue problems and to perform such other services as might properly come before the committee."

MINNESOTA — Gov. Orville L. Freeman has appointed a tax study committee composed of representatives of business, labor and agriculture to study the state's revenue laws. It began operations this spring and expects to submit its report this fall.

NORTH CAROLINA—A tax study commission under the chairmanship of Brandon E. Hodges of Asheville is now functioning.

MISSISSIPPI—A legislative recess committee composed of six state representatives and five senators has been authorized "to make a detailed study of the existing tax structure of the state, including but not limited to existing revenue laws . . . and to make recommendations to the 1958 legislature."

OREGON—State Senator Rudie Wilhelm, Jr., is chairman of a special legislative Interim Tax Study Committee consisting of five state senators and six members of the State House of representatives. The committee is authorized "to make a study and analysis of the tax structure of the state."

TEXAS—House concurrent resolution No. 120 authorizing a study of the Texas tax structure was passed by the last legislature.

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Johnston Reports to Board Today

(*Continued from page* 1)

George Seaton, Academy president, in Hollywood to discuss this matter.

Johnston will leave on Monday for Spain to resume film negotiations with the Spanish Government. He will be accompanied on his two-to-three-week trip to Spain, England and Germany, to attend the Berlin Film Festival, by Kenneth Clark, MPAA vice-president.

Sales, Advertising Are Subjects

The company presidents, who, a number of weeks ago, appointed a committee to study all phases of the industry's self-regulation, will hear a report on how the study is going. Other committee reports which will be presented, it was said, to the MPAA directors include one by the sales manager's committee and one by the advertising-publicity directors' committee, both of which are studying various programs for bolstering and revitalizing the box office.

Johnston will meet MPEA vice-president Griffith Johnson, who left Washington yesterday for Spain, in Madrid next week. Johnston, along with MPEA Mediterranean manager Charles Baldwin, will lay the groundwork for the Spanish negotiations.

No Films in a Year

The MPEA has not sent any pictures to Spain for the past 12 months, in protest against a Spanish government proposal to boost import license fees and to require the MPEA to distribute Spanish product. Attempts t end the deadlock have thus fa proven fruitless, and Johnston wil make a new attempt at settlemer next week.

After several days in Spain, Johns ton will go to London to lay th groundwork for the fall talks on re newing the remittance agreement be tween the British and the U. S. an to attend to other industry matter Following a week in London, he wi go to Berlin for the Film Festiva and is expected to return to the U. S around June 29.

To Meet Clark in London

Clark will meet Johnston in Lon don and accompany him to Berli and then remain in Europe for time visting MPEA offices in Paris Rome and other cities.

Johnston is expected to meet lat this week with MPEA vice-presiden Irving A. Maas, who will return t New York following a Far East trip on Thursday.

MPAA to Fete Japanese Leader

Fusao Kobayshi, president of Toho Films of Japan and chairman of the board of EIREN, the Japanese Production Code Administration, will be guest of honor at a luncheon tendered him today by the Motion Picture Export Association at the President's Room of the Harvard Club here.

NTA Attacks

(*Continued from page* 1)

on May 25. He called the Sarnoff statement "a direct and uncalled for slap at the tv viewing audiences of America," and added that "most of a station's best time is devoted to network programming, percentage-wise least profitable part of its income."

Landau expressed his objection stating "the controversy isn't network versus film, as your statement of facts would imply. The question, quite simply, is whether the network structure as it exists today should be changed, done away with—or expanded."

Follows ATFD Move

His statement paralleled the request by the newly-formed Association of Television Film Distributors, Inc., which last Friday asked the Federal Communications Commission to amend its chain broadcasting rules and regulations so that all creative program sources can have a fair opportunity to contribute to the medium.

'Trapeze' Opens

(*Continued from page* 1)

lighted by colorful circus lobby and front - of - theatre events featuring clowns, acrobats and equestriennes.

In addition to extensive press, photographic and magazine coverage, the proceedings were covered nationally and internationally by 77 television stations, nearly 600 radio stations and the Voice of America.

'Trapeze' Sets 5-Day Record For the Fox Wilshire in L.A.

LOS ANGELES, June 4. — Hecht and Lancaster's "Trapeze" established an all-time record of $30,300 in the first five days of its world premiere engagement at the Fox Wilshire Theatre here, according to figures released by United Artists.

The gross, said UA, is the largest ever earned in five days at the West Coast showcase and the biggest five-day total ever scored by a UA release in Los Angeles.

Lippert Circuit Buys Westwood Art House

HOLLYWOOD, June 4.—Robert L. Lippert Theatres, Inc., today announced the purchase of the Uclan Theatre, Westwood, 850-seat art house, which he will refurnish, re-equip and re-name the Crest.

The purchase is in line with Lippert expansion, which includes the La Habra Theatre, in La Habra, to be opened in August.

L. H. Brueninger Dead

KANSAS CITY, June 4.—Services for Lawrence H. Brueninger, who retired last March as city manager of the Fox-Midwest Theatres in Topeka, Kan., were held here.

A theatre owner and manager in Topeka for more than 33 years, he started in the film industry at St. Joseph, Mo., shortly after World War I. A wife and son survive.

'Dark Wave'

(*Continued from page* 1)

tribution, was photographed in De Luxe color and produced in Cinema-Scope by 20th Century-Fox in co-operation with the Foundation.

Spyros P. Skouras, president of 20th Century-Fox, in a message t the Foundation, wrote, in part, as follows: "'The Dark Wave' is our contribution to the important public education program of the Variety Club Foundation to Combat Epilepsy. It is my fervent hope that it will bring light where there has only been the darkness of misunderstanding."

Loew's 'No Closer'

(*Continued from page* 1)

been reached" on "at least 10 offers" which the company reportedly has for its feature and short subjects library —770 features and 900 shorts.

The next meeting of the Loew's board of directors is scheduled for June 21, its regular monthly meeting.

At yesterday's meeting, the directors "reluctantly accepted" the resignation of J. Robert Rubin, retired Loew's vice-president and general counsel, as a director. The board elected Benjamin Melniker, vice-president, to succeed Rubin.

New NSS Items

National Screen Service has created two new, full-color 40 x 60 posters: a children's matinee display and a "Spook Show" display.

SOS WHEN YOU ARE IN A RUSH FOR SPECIAL TRAILERS
You Won't Be Disappointed If You Send An S.O.S. To
CHICAGO, ILL. 1327 S. WABASH
NEW YORK, N.Y. 341 W. 44th ST.
FILMACK

Co-Production

(*Continued from page* 1)

e said, the "Don Camillo" product ight be received more favorably if nglish dubbing were used and thus ake it marketable to all theatres.

Under the proposal, Gosch said that is company, Tangier Corp., would uarantee the cost of production and ompletion bond to the other Euro- ean producers. Also, the agreement ould include the mutual selection of asts, story content, production and, nally, English dubbing.

"It's better to take advantage of the etting, the characters and the foreign ituations and dub in the English ather than have it work against you," osch related. "After all, 75 films each ear made in Spain are dubbed in nglish and we believe the extension f this in co-productions would con- iderably strengthen the films' sale alue."

Now Making 39

At the same time, Gosch disclosed hat his production company, head- uartered at the Sevilla Studios in Madrid, currently is filming a series f 39 half-hour tv films called "The dventures of the Americano" which tars Scott McKay. Some sixteen of he films have been completed since roduction started on Feb. 13. Nego- iations are in progress with the ABC ilm Syndicate for the handling of he films which Gosch said would be n three-year package deal with 39 ilms guaranteed annually.

Gosch used the term "we have to rawl before we can walk or run" to ummarize the production develop- ments of his Madrid studio which he aid were "excellent." He termed the roduction of the 39 tv films to be our passing out of the crawling tage" and added that the Tangier orp. is developing to a point where t is ready to undertake feature-length films and, if agreeable, on a co-pro- duction basis. The initial feature will be a color, wide-screen version of "The Cid," a story of the legendary Spanish hero, which is expected to go before the cameras in Madrid early next spring.

Plans 'The Red Mask'

In addition to the "Americano" se- ries, Gosch said a second series, "The Red Mask," an adventure series based upon the life of another Spanish leg- endary hero, will go into production later this year and will be keyed to American tv audiences.

Cost-wise, Gosch said films pro- duced in Madrid have resulted in a widespread saving as compared to possible production in Hollywood. Using four films as a basis for a con- trast, he added that the Hollywood cost of each would approach $52,000 while the actual cost in Madrid was an estimated 50 per cent under the below-the-line differential.

Arnaz Plans Feature

HOLLYWOOD, June 4. — Desi Arnaz today announced his intention to produce a theatrical feature, "Lone- some Road," based on the career of Gene Austin, crooner famous in 'twenties.

REVIEWS:

The Rawhide Years

Universal-International

AS A MELODRAMA with music, "The Rawhide Years" very well could be a sleeper in the true sense. It is solid bread-and-butter fare with Tony Curtis, Colleen Miller, Arthur Kennedy, William Demarest and William Gargan in the top roles. The color by Technicolor does much to boost it from the ranks of the ordinary action bracket to a class position.

Curtis has a meaty role as a young rogue who has left a southern town to avoid being lynched for a murder he didn't commit. As he makes his way along the Mississippi, heading back to town for the purpose of clearing himself of the crime, he meets up with another wayfarer, Ken- nedy, and the pair get involved in adventures that run the gamut from river-pirating to getting messed up with the real criminals in the original murder case. It is Curtis' intention to not only clear himself but to re- win the love of Miss Miller, now a featured singer in Peter Van Eyck's gambling casino.

Needless to say, Curtis eventually accomplishes his mission in both categories but not before supplying enough action to more than satisfy the action fans. It is a rough-and-tumble, fast-moving, slam-bang piece of celluloid without a dull moment.

Based on a novel by Norman Fox and a screenplay by Earl Felton, the picture was produced by Stanley Rubin and directed by Rudolph Mate, who took advantage of every opportunity to inject action with a sprinkling of romance.

Miss Miller offers a couple of tuneful songs: namely, "The Gypsy With the Fire in His Shoes," by Pinky Lee and Laurinda Almeida, and "Happy Go Lucky," by Frederick Herbert and Arnold Hughes.

Running time, 85 minutes. General classification. For July release.

J. E.

A Kiss Before Dying

Crown—United Artists—CinemaScope

AN INTENSELY dramatic murder story, "A Kiss Before Dying" is heavy on suspense and is unfolded by a competent cast. Robert Wagner, Jeffrey Hunter, Virginia Leith and Joanne Woodward are top-billed, with Mary Astor and George Macready offering fine support.

The story isn't exactly a pretty one. It's about cold, premeditated murder by a cool, calculating killer. Wagner is the culprit and Miss Woodward is his first victim. She is his college sweetheart and when she tells him that she is expecting a baby, he realizes that if he marries her under such circumstances, the chances are slim that they will inherit her father's fabulous copper mine fortune. So, he must get rid of her. And he does, in such a way that he is not suspected inasmuch as nobody apparently knew that they were acquainted. Just a gentle push off of a tall building does the trick very nicely and he feels quite safe. But he hasn't reckoned with the girl's sister, Miss Leith, who also has been dating Wagner. She is not convinced that her sister committed suicide, as Wagner had made it appear, and she tells of her doubts to Hunter, a college professor. They embark on some detective work and, after some false clues, get on the right track and are able to pin the murder on Wagner, who makes another attempt at murder to wipe out Miss Leith. But the attempt fails and he, instead, meets a violent death.

The suspense is well sustained throughout and director Gerd Oswald has made the most of Lawrence Roman's screenplay which was based on a novel by Ira Levin. Robert Jacks produced, shooting the picture in CinemaScope and color by DeLuxe.

Running time, 94 minutes. Adult classification. For June release.

J. E.

Mrs. Dichter Dies

Funeral services for Mrs. Zina Dichter, mother of Murray Dichter, director of Dichter Sound Studios, were held Sunday in Brooklyn. Dichter directed the sound production for "On the Waterfront" and for Co- lumbia's Eastern production staff.

Scholtz Leaves Norpat

Bernard Sholtz, for many years sales representative for the RCA The- atre Equipment Section, and more re- cently vice-president of Norpat Sales, Inc., New York, in charge of theatre circuits and dealer contacts, has re- signed from the latter position.

PEOPLE

Goddard Lieberson has been named president of Columbia Records, the record and phonograph manufactur- ing division of Columbia Broadcast- ing System, Inc., succeeding **James B. Conkling,** who has resigned.

□

Burt Lancaster, star in "Trapeze," will make two personal appearances in the lobby of New York's Capitol Theatre today for the promotion of the film.

□

Ralph Budd, director of personnel for Warner Bros. Pictures, Inc., will be a guest speaker today before the New Bedford Vocational High School Assembly in the morning and New Bedford Kiwanis at noon.

□

Mitchell M. Badler, formerly with C & C Television's sales research dept., has been transferred as assis- tant in the firm's advertising-promo- tion-publicity department under di- rector **Gene Cogen.**

□

Robert Metzler, production execu- tive for NBC in Hollywood since 1954, has joined the RKO Radio studio in Hollywood as location man- ager.

□

Buck Smith has been named man- ager of the Portland-Seattle area for Favorite Films of California to suc- ceed **Bill Sharton** who was killed re- cently in an auto accident.

Coast Workers' Pay Up

HOLLYWOOD, June 4. — Union workers' earnings in production aver- aged $127.46 weekly during April for a 40.5-hour work week. These fig- ures compare with $122.52 for a 41.9- hour week in April, 1955. The infor- mation was furnished by the Califor- nia Division of Industrial Relations.

George Sandore Dies

CAMDEN, N. J., June 4.—George F. Sandore, manager of sales and merchandising, Technical Products Service Department, RCA Service Co., died suddenly yesterday at his home in nearby Haddonfield. He was 54.

FOR SALE

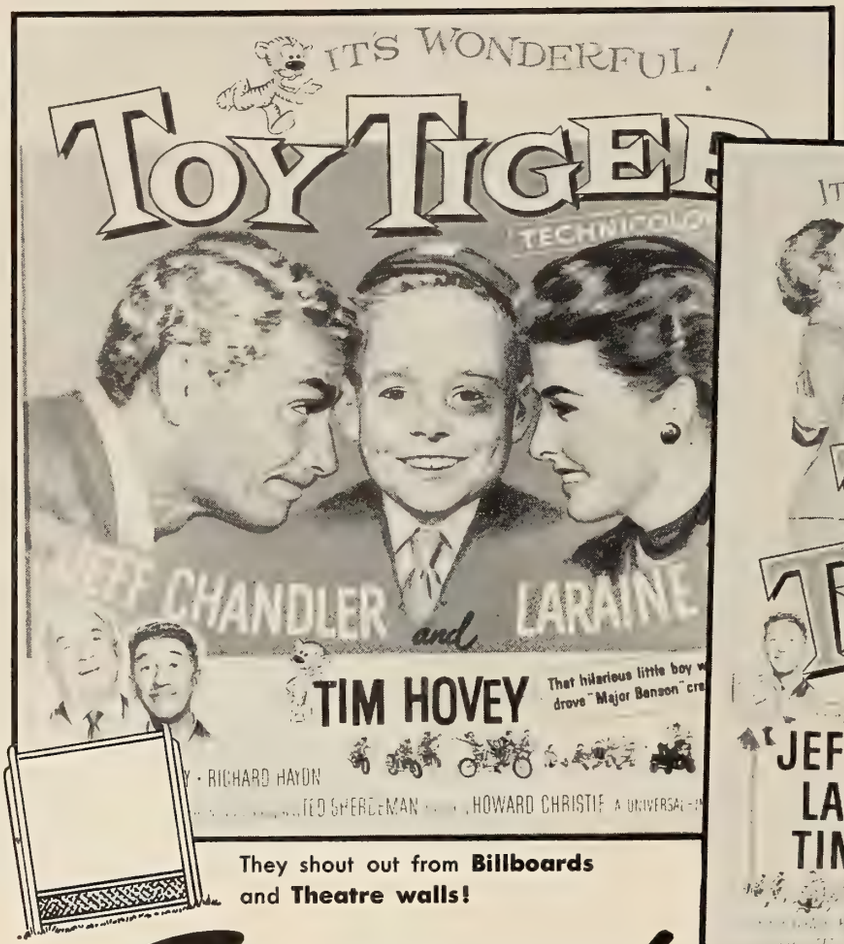
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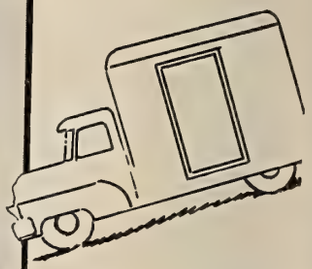
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They shout out from **Billboards** and **Theatre walls!**

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Concise and to the Point

OL. 79. NO. 109 NEW YORK, U. S. A., WEDNESDAY, JUNE 6, 1956 TEN CENTS

ompo Asks Funds

IPAA Board ulls Three lajor Plans

redit Plan, Analysis, ompo Before Directors

The proposed theatre admissions edit plan, a tentative outline for a rket analysis by the industry and e continuation of support of the uncil of Mo- n Picture Or- anizations ere highlight bjects con- ered by the ard of direc- rs of the Mo- n Picture As- ciation of merica here sterday.



Eric Johnston

The board proved the commenda- n of a pro- sal to explore the possibilities of

(Continued on page 2)

IPEA Officers re Reelected

The board of directors of the Mo- n Picture Export Association of nerica, at its meeting here yester- y, re-elected all officers.

Renamed were Eric Johnston, presi- nt; vice-presidents, Ralph D. Het- l, Jr., Kenneth Clark, G. Griffith hnson, Robert J. Corkery and Irv- g A. Maas; treasurer, Stanley R. eber; secretary, Sidney Schreiber; sistant secretary, Herbert J. Erlan- r; assistant treasurer, F. J. Alford.

ohnston and Seaton iscuss 'Oscar' Plan

Eric Johnston, Motion Picture Asso- ation president, and George Seaton, esident of the Academy of M. P. ts & Sciences, conferred last week Hollywood on proposals for con- nued industry aid to the Academy

(Continued on page 2)

British Feature Production Down

By WILLIAM PAY

LONDON, June 5. — Indicating an appreciable decline in British film production, the Board of Trade today reported 73 full length pictures had been registered in the 12 months ended March 31, last, compared to 94 features in the preceding 12 months.

In the most recent period, 272 "foreign" features were registered, compared to 265 in the preceding year. Of the "foreign" total, 208 were American, 28 French and 16 Italian.

Telemeter May Test Toll TV Closed Circuit

International Telemeter Corp. is now considering the inauguration of closed circuit pay-as-you-see television in a number of key situations throughout the nation, Barney Balaban, president of Paramount Pictures, told stockholders yesterday.

The Paramount head, along with corporation secretary Louis A. Novins, said that while the Federal Communications Commission is considering all aspects of subscription

(Continued on page 6)

Stockholders Told at Annual Meeting

Para. 2nd Quarter May Hit New High

Balaban Paints Optimistic Picture of Company's Situation; Record Inventory

By LESTER DINOFF

(Picture on page 3)

Paramount Pictures' earnings in the second quarter of 1956 could reach a record high despite recent adverse market trends, according to president Barney Balaban who yesterday told company stockholders that Paramount's present inventory of product in various stages of production and those ready for release has reached an all-time high of about $57,000,000.



Barney Balaban

Balaban, who marked his 20th year of service as Paramount's head, said that with a line-up of exception-

(Continued on page 3)

More Than 1,000 Theatres Pledge Hospital Collections

More than 1,000 theatres have signed pledges to make collections for the Will Rogers Hospital during the week of July 16. Included in this is strong representation from major circuits throughout the country.

Loew's, Stanley Warner, RKO Fabian, Wometco, Alger, Selected Theatres, Mid-States, Iowa-United, Chakeres, Strand Enterprises, Rodgers, Trincher, Brandt, Basil, Liggett-Florin, Carolina Amusement, General Theatres, Brock, Alperin, Eastern, Delft, Associated Theatres, Midway

(Continued on page 6)

Four V-Ps for Reade Circuit

Special to THE DAILY

OAKHURST, N. J., June 5.—In an executive reorganization completed here today, the Walter Reade circuit appointed four new vice-presidents and advanced another.

Edwin P. Gage, heretofore the circuit's only vice-president, was named executive vice-president by Walter

(Continued on page 2)

Don Boutyette Heads Coast Publicists, IA

From THE DAILY Bureau

HOLLYWOOD, June 5. — Don Boutyette, as president, headed the slate of officers elected here yesterday by Publicists Local 818, IATSE.

Boutyette, who served as vice-president last year, succeeds Nat W.

(Continued on page 2)

Cameras Cost $100,000

Thrillarama's Technical Aspects Told by Reynolds

Special to THE DAILY

DALLAS, May 5.—Technical advancements achieved in the production of the new "Thrillarama" process after more than a year of experiments and trials were disclosed today by Albert H. Reynolds, Thrillarama president, who said that the two cameras used in the production of the initial feature, "Thrillarama Adventure," are valued at more than $100,000.

Reynolds reported the two cameras to be the only equipment of their kind in the world and related that it was developed by Raphael G. Wolff, president of the Hollywood film production studio which bears his name. He added that each camera is basically two cameras in one, mounted and interlocked in such a manner that they operate as a single entity to produce film that can be projected in virtually any size.

Development of the cameras, he said, resulted from a number of years of research and experimentation to overcome engineering and optical

(Continued on page 2)

PERSONAL MENTION

GEORGE WELTNER, Paramount worldwide sales head, will return to New York today from Dallas.

•

ARTHUR S. ABELES, vice-president of Warner Brothers International in charge of Great Britain and Ireland, and MRS. ABELES will return to England today aboard the "Queen Mary."

•

DANIEL T. O'SHEA, president of RKO Radio Pictures, arrived in Hollywood yesterday from New York.

•

JOE FRIEDMAN, of Warner Brothers' home office special events staff, left here yesterday for New Bedford, Mass.

•

RAYMOND SCOTT and DOROTHY COLLINS, of "The Hit Parade" program, will leave here Sunday for London via B.O.A.C.

•

SIR CAROL REED, producer-director, will leave for England from New York today aboard the "Queen Mary."

•

B. GERALD CANTOR, head of Cantor, Fitzgerald & Co., returned to Los Angeles from New York last night.

Joseph Eagan Dies; Fabian Executive

HEMPSTEAD, L. I., June 5.—Joseph D. Eagan, 66, manager and director of the insurance department of Fabian Theatres Corp., died at Hempstead General Hospital here following an illness.

Eagan entered the theatrical field in 1915 as general auditor of the Wilmer & Vincent Theatre Co., whose 55 theatres later were acquired by Fabian Theatres. He was a director of the Setay Co., a film holding company, and of the Associated Motion Picture Industries, Inc.

'Brute Force' to DCA

"Brute Force," 1947 release and the first outstanding Burt Lancaster picture, has been teamed with "Naked City," one of the top ten of 1948, for DCA re-distribution, it was announced by Irving Wormser and Arthur Sachson, DCA sales executives.

Universal Dividend

The board of directors of Universal Pictures, following a meeting held here yesterdaw, declared a quarterly dividend of 25 cents per common share, payable on June 28 to stockholders of record on June 15.

Three Major MPAA Plans

(*Continued from page* 1)

a credit plan, submitted by a six-man committee consisting of Richard Altschuler, A. Montague, Arthur Loew, George Weltner, Spyros Skouras and John J. O'Connor. It was proposed that a test city be selected, preferably in the Midwest and in a locality where there is a minimum of circuit operation. Then the sales managers' group of the committee would meet with exhibitors of the selected city to discuss the feasibility of the project. If acceptable to them, a survey of the public would be undertaken at a cost estimated at between $8,000 and $25,000. If the public is receptive, the group then would go back for further talks with the exhibitors.

Market Study Urged

MPAA president Eric Johnston made a strong pitch for a market analysis which would cover the entire field of cinema entertainment, delving into reasons why the public goes to the theatre and why it does not. This survey, it was said, would cost in the neighborhood of $100,000. No action was taken on the proposal inasmuch as some company representatives had to check with higher authorities before their approvals could be given. However, favorable reaction was in evidence and the prospects for the project appeared to be bright.

Coyne in Plea for Support

Robert Coyne, special counsel for COMPO, spoke at the meeting and urged the MPAA's continued support of the organization. He asked for $150,000 from the member companies, predicting that the contributions by exhibition would be less than those of last year, when $100,000 was subscribed and matched by distribution. Coyne said that most of the money was "eaten up" by four major projects—the tax repeal campaign, the audience awards, press relations, including the Editor & Publisher advertisements and research.

Johnston outlined his pending trip to Europe and described what he hoped to accomplish in Britain and Spain.

One French, 2 Rank Films to Continental

Two J. Arthur Rank-Ealing Studios productions, "The Ship That Died of Shame" and "The Love Lottery," and a new French comedy, "Paris-Canaille," were announced by Walter Reade, Jr., chairman of the board, and Frank Kassler, president of Continental Distributing, Inc., as the first three new films acquired by Reade during his recent month's trip to Great Britain and the Continent.

These represent only the first step in building up Continental's 1956-57 program of top European product, of which further details will be announced shortly, they said.

Degree to Oestreicher

Sylvan Oestreicher, New York tax consultant who has been with the Samuel Goldwyn organization for more than 30 years, will be awarded an honorary doctorate at the 110th commencement at Holy Cross College. The Very Rev. William A. Donaghy, S.J., president of the Worcester, Mass., school, will make the Doctor of Laws presentation on June 13.

'Voice' to Gold Medal

Gold Medal Productions has acquired the rights to "The Voice," by Carmel Myers, it was disclosed yesterday by Martin Poll, company president. A series of adventures of girls who work at an "answering service," the story reveals the part they play in solving mysteries, closing business contracts and other comical events.

Reade Circuit V-Ps

(*Continued from page* 1)

Reade, Jr., head of the circuit. In addition, Jack P. Harris was named vice-president in charge of film buying and booking; Nicholas Schermerhorn, vice-president in charge of theatre operation; Sheldon Gunsberg, vice-president in charge of advertising-publicity, and Albert Floersheimer, Jr., vice-president in charge of catering and food concessions. All have been with the Reade organization for a number of years.

In announcing the appointments, Reade said they filled a need for direct responsibility in the company's expanding operations and were required by a period in which increasing importance is being attached to diversification.

Don Boutyette

(*Continued from page* 1)

James as president. Other officers include vice-president, Vance King; second vice-president, Dick Newman; financial secretary-treasurer, Clarence Barbiaux, and secretary, Viola Moore.

Common, Preferred Dividends by RCA

A quarterly dividend of 25 cents per share on the common stock of Radio Corp. of America, payable July 23 to holders of record on June 15, was announced by David Sarnoff, chairman of the board.

At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period July 1 to Sept. 30.

'Oscar' Plan

(*Continued from page* 1)

on a basis which would assure unimpaired operations, it was confirmed here yesterday.

Also discussed were Seaton's proposals for elimination of the telecasting of Academy Awards nominations and industry sponsorship of the Oscar presentations telecast.

No conclusive agreements were reached as a result of the conference, it was stated, and Seaton will continue the discussions with the Association of M. P. Producers later.

Thrillarama

(*Continued from page* 1)

problems inherent in wide-screen photography. By the time the cameras were completed, Reynolds estimated each dual camera had cost over $50,000.

Noting the experiments conducted over a 12-month period, the Thrillarama president declared that stationary and moving camera scenes were made both indoors and outdoors and of both animate and inanimate objects, first in black-and-white and later in color. Tests under all conditions preceded the full test sequence made in color at Lake Arrowhead when the cameras were finally perfected, Reynolds said.

Premiere in Houston

Production in "Thrillarama Adventure," which will have its premiere later in Houston, was started last September and was completed in May. The production was filmed in Eastman color negative and print by Technicolor.

Reynolds emphasized that the process can be shown in most conventional theatres, although it requires a special screen and repositioning of projectors.

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Suzan Ball Memorial Will Provide a Fund For Cancer Research

The Suzan Ball Memorial Fund for Cancer Research, to provide funds for both research and treatment for persons suffering from cancer and leukemia at the City of Hope, near Los Angeles, was announced yesterday at a press conference here. On hand were June Allyson and Dick Powell, national co-chairmen of the drive, and Richard Long, husband of the late actress, whom a short film produced to back the drive commemorates. Shelley Winters is honorary chairman of the drive in the New York area for the month of June, and Leonard Ginsberg is Eastern regional chairman. The conference was held at the Universal-International home offices.

Loew Latin America Sales Under Burger

Samuel N. Burger has taken over as regional director of Latin America of Loew's International Corp. to succeed Maurice Silverstein.

Burger will undertake direct supervision of the company's Latin America activities in addition to maintaining his present post as general sales manager of Loew's International. Silverstein recently relinquished the position when he was named liaison between M-G-M and independent producers.

Burr Rites Tomorrow

HOLLYWOOD, June 5. — Services will be held here on Thursday morning at Immaculate Heart of Mary Roman Catholic Church for C. C. Burr, 66, industry pioneer, who died Monday at Cedars of Lebanon Hospital following a long illness. Burial will follow in Holy Cross Cemetery.

The deceased entered the industry in 1913 in the employ of Famous Players-Lasky, forming his own company in 1918 to produce two-reelers starring Johnny Hines. Subsequently he produced features for Metro, Fox, Columbia, Monogram and others.

Four sons and one daughter survive.

Cecil Vogel Retiring

MEMPHIS, June 5.—Col. Cecil E. Vogel, manager of Loew's Palace Theatre here, dean of Memphis managers, has announced he will retire because of ill health.

Vogel has managed all five Memphis first runs. He has been with Loew's for 26 years. He plans to move to his farm in Indiana.

$15,200 for 'Trapeze'

A gross of $15,200 was reported yesterday by the Captol Theatre for the initial day's showing of United Artists' "Trapeze."

United Artists reported the gross was the highest ever recorded for any of its releases at the Capitol.



Friendly comment from a stockholder draws smiles from Paramount Pictures officials presiding at the annual meeting in the home office yesterday. From left to right, above: Louis Phillips, vice-president and general counsel; Edwin L. Weisl, board member; Barney Balaban, president, and Louis Novins, assistant to the president.

Para. Sees Record Quarter

(*Continued from page 1*)

ally promising releases, the company's domestic and foreign grosses for the 1956 calendar year "should at least equal those of the past two years."

In discussing the second quarter earnings, Balaban told the meeting that receipts of non-recurring profits realized during this period would be responsible for the new high. "As we go through this period of transition, present market factors will cause profits from operations for the second quarter to be lower than in the comparable period of 1955," he said, referring again to the receipts of non-recurring profits which should help the company establish a second quarter record.

The Paramount officer said that the company's earnings for 1955 showed the highest net profit and operating revenue since 1950 and that the 1955 operating revenue of $114,000,000 represented an increase of almost five per cent over that of 1954

International Telemeter Corp., in which Paramount Pictures retains an 85 per cent interest, has developed a machine for use in clearing, handling and tabulating checks in banks, it was disclosed yesterday. A prototype of the machine will be installed in a Los Angeles bank shortly, Louis A. Novins, Paramount Pictures secretary, said.

and the net profits of $9,700,000 more than maintained the percentage of improvements over the net profits of the preceding year. He said that the 1956 first-quarter earnings were the highest—$1,722,000, or 80 cents per share, which included a 16 cent per share profit on the installment share of the film shorts to television interests.

Balaban stated that he regarded the drop-off in present theatre business as being transitory and held that even today "a soundly conceived production can overcome adverse market trends and do extremely well at the box office. Pictures made with the right combination of story, stars, production values and cost continue to deliver a handsome profit despite any general decline in theatre grosses." Balaban said that "individual pictures now create their own markets," as the public is more selective in its choice of entertainment.

Balaban said that the company will continue its policy of purchasing shares of its stock for retirement and would continue to reduce the number of outstanding shares to the point where the dividend rate of $2 would be reasonably safe. He said that since the company was organized in 1950, its capital structure has been shrunk by this means by one-third of the then outstanding shares.

Balaban, commenting on Paramount's diversified interests in other fields, said that the company has invested close to $10,000,000 in International Telemeter, Chromatic color and television tube, Famous Players Canadian Corp., DuMont Laboratories and DuMont Broadcasting Corp. He also told stockholders that Paramount has spent $2,500,000 in the development of its 10-and-one-half acre Sunset property in Los Angeles for the development of a television film studio and site of KTLA, all which should be in operation by Aug. 1.

The United Shareholders of America, Inc., yesterday presented Barney Balaban, president of Paramount Pictures, with a citation in recognition of "his meritorious service in the field of management-shareholder relationships."

The company president also told stockholders that the Chromatic color television tube progress has been "encouraging" and that shortly the company will be able to offer a color tv set which can be sold to the public at a price "below $400 per set."

Paramount Pictures is now concluding negotiations for the sale of seven motion picture theatres in Great Britain of which two are in fee and five on long-term ground leases to a British circuit at a selling price of $5,180,000, Barney Balaban, president, said yesterday.

One stockholder asked the company head about the production of more product. Balaban said that "nothing would please us more than to produce five, 10 or 15 additional films annually and to invest an additional five to 10 million in production. We would do so even if we could get back only our investment but the overhead costs are enormous. Therefore, we have quality instead of quantity." Balaban said that "our current inventory figure has reached an all-time high of about $57,000,000 and we anticipate that this figure will go higher. About 15 per cent of our present inventory consists of completed films not yet fully amortized. In any event we anticipate that there will be a 25 per cent net reduction in inventory during the next 18 months as important pictures are released."

The stockholders by a vast majority re-elected the entire Paramount board. The board of directors consists of Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl I. McClintock, Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner and Adoph Zukor.

Para. 'Popeye' Will Go To TV for $1,500,000

Paramount Pictures is concluding negotiations for the sale of its library of "Popeye" shorts to television interests for about $1,500,000 before taxes, Barney Balaban, president, told stockholders at the meeting held here yesterday.

Balaban said that the net proceeds from the sale of the company's other shorts to television, including installments received and discounting the balance, amounts to $2,771,000 before taxes.

SMPTE Will Discuss TV Lighting Methods At N.Y. Meet Today

The need for additional standardization of tv lighting techniques and terminology will be discussed today at a meeting of the tv studio lighting committee at the Society of Motion Picture and Television Engineers.

Two tv lighting surveys submitted at the society's recent semi-annual convention by William R. McCown of a Nashville, Tenn., tv station, and Gerald F. Rester of the Camden, N. J., RCA plant will be discussed. Herman M. Gurin of NBC, chairman of the committee, will moderate the meeting, to be held at SMPTE headquarters.

Crown Back in N.Y. After European Trip

Alfred Crown, Allied Artists vice-president, returned to New York yesterday after a seven-week European visit, where he conferred with film officials regarding the future release by AA of foreign product.

In Paris, Crown met with Robert and Raymond Hakim, whose Paris Film Production, "Notre Dame of Paris," will be released by AA in the U. S. and Canada. He also conferred in London with Edwin J. Smith, Jr., vice-president and supervisor of European operations for Allied Artists International, subsidiary of Allied Artists Pictures.



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National Pre-Selling

"TRAPEZE," reports "Life" in the June 4 issue, "a movie with a circus background, goes out of its way to give the customers circus atmosphere—clowns, lions, bareback riders and cute white horses wearing pompons. But what it really offers the customers more than anything else are two of the world's most provocative physical specimens—Gina for the gents and Burt for the belles." Exciting photos of the film's two stars on circus aerial equipment are used to illustrate the review.

•

Two striking ads appear in the June 9 issue of "The Saturday Evening Post": a full-page color ad on "Bhowani Junction" and a half-page ad on "While the City Sleeps."

•

A two-page spread in the June issue of "Woman's Home Companion" is devoted to depicting how the producers are using color to define characters and evoke moods in motion pictures in release or soon to be ready for distribution. The films selected are: "Richard III," "The King and I," "Lust for Life" and "Alexander the Great."

Barbara Goldsmith, motion picture editor of the "Companion," has selected production photos from the films mentioned in this article and they are reproduced in vivid colors.

•

The location scenes of "Safari" were shot in the Mau Mau country of central Africa. "Look" has a pictorial story in the June 12 issue, made up of photos taken during the filming of this new Columbia picture.

Janet Leigh, star of "Safari," is shown working with and making friends of the natives, one of which has a part in the picture. During filming she undertook to do the scenes for which a stunt girl had been hired, because she found out the double was expecting a baby.

•

Lloyd Shearer of "Parade" flew to Spain to interview Frank Sinatra, who is on location for Stanley Kramer's "The Pride and the Passion." The result is an article which will appear in the June 17 issue of "Parade."

Shearer has written an interesting story on Sinatra and illustrated it with a number of photos he made of Sinatra, Cary Grant and Sophia Loren while they were enacting scenes for this new film. In addition, the cover of this issue is devoted to a full-color picture of Sinatra.

•

"Goodbye, My Lady," reports Ed Miller in the June issue of "Seventeen," "is a wonderful movie. The story tells of a teen-ager and his gnarled old Uncle (Walter Brennan) who live in a cabin in the Deep South swamp country, and of the strange dog that wanders into their remote world."

WALTER HAAS

Television--Radio

with Pinky Herman

THE NBCiggie perennial "Your Hit Parade," will leave the air waves Saturday for a 13-week summer hiatus, and a new series of half-hour films made in England will sub. Titled "Adventure Theatre," and starring Paul Douglas as host, the suspense dramas will be co-sponsored by Warner-Lambert's Quick Home Permanents thru Kenyon & Eckhardt, and Lucky Strike cigarets through B B D & O. . . . With the start of shooting next Monday of "The Country Husband," starring Frank Lovejoy and Felicia Farr, under James Neilson's megging, Screen Gems becomes the first to produce 90-minute telefilms. . . . Fred M. Thrower, veep and general manager of WPIX, has announced the purchase of 26 episodes of "Brave Eagle," a cowboy 'n' Indian series from CBS TV Film Sales, Inc. slated for the fall. Keith Larsen, who starred in several Hollywood "Redskin" features, is the star of the new series which features a full-blooded Indian boy Keena Nomkena, Kim Winona and Bert Wheeler. . . . Pharmaceuticals, Inc., through Edward Kletter Associates, has purchased a new tv giveaway program, "Twenty-One," packaged by Barry & Enright Productions emceed by Jack Barry. ABC and NBC both dickering with sponsor.

☆ ☆ ☆

Guided by the affable and energetic Gene Levy, we looked over the new quarters of Camera Equipment Co. on West 43rd St. in New York and marvelled at the growth of the company which was founded about 30 years ago by Frank C. Zucker. Frank started his career as a cameraman back in 1915 at the Fort Lee Studios where he worked on several Clara Kimball Young features and in 1916 he shot "Rasputin, the Mad Monk," for World Pictures and soon afterward went to work for Paramount at the Astoria Studios where he stayed until World War 2 when the studios were taken over by the U. S. Army Signal Corps. . . . Don't look now but it appears that Erwin Wasey, who handles printed media for "Texaco," may soon also take the radio and tv chores from Kudner. . . . Val Irving and Jack E. Leonard are forming a tv packaging firm and their initial venture will be a half-hour situation comedy series, starring the comic Leonard in a vehicle created and written by David Swift.



Frank Zucker

☆ ☆ ☆

Walt Framer will film a series of half-hour telefilms in Italy this summer titled "Confessions of a Scoundrel," based on a book of the same name by Guido Orlando, internationally known press agent. Larry Klee has been signed to write the scripts which will deal with light comedy with international flavor. . . . Edith Adams, singing star of the "Ernie Kovacs Show" will have the femme lead in the musical "Lo and Behold," which opens next Monday at the New York Coliseum (first legit to play at the new edifice). . . . The winners of the first annual Robert E. Sherwood Television Awards sponsored by the Fund for the Republic, will be named at a special luncheon to be held Friday, June 22, at the Terrace Room of the Hotel Plaza. The judges for the 1955-56 contest include Kermit Bloomgarden, Dr. Buell G. Gallagher, Robert M. Purcell, Mrs. Eleanor Roosevelt, Gilbert Seldes, Robert Taft, Jr., Harrison Tweed and Philip H. Willkie. . . . First productions of the "Westinghouse CBStudio One Summer Theatre," which will tvee off Monday (10:00 P.M. EST) will be a dramatization of John Steinbeck's "The Flight," adapted by producer Robert Herridge, of the award-winning "Camera Three."



Walt Framer

☆ ☆ ☆

John Ericson, who was seen opposite Kathryn Grayson in a General Electric tv production last year, has been signed for the top role as a young heavyweight title contender in "No Skin Off Me," which was scripted by Aben Kandel and slated to go before the cameras in Hollywood Monday under the direction of Herschel Daugherty. . . . Another forward step in the endeavor to teach the public "the how and way to health," will be launched Sunday over WABD (10:30 P.M.), when a new series of telefilms, "Frontiers Health," produced at the Medical Center of the University of Michigan, will be skedded.

Telemeter

(*Continued from page* 1)

tv at present, Telemeter "needs n government approval" to institu pay-tv on a closed-circuit basis.

Novins pointed out that the FC decision on toll-tv "will reach fruitio sometime next year." He said th Telemeter is exploring this type programming and believed that "th method of pay-tv presentation w establish the public's acceptance the medium."

Balaban, in reply to questions co cerning the sale of Paramount pro uct to free and pay television, sa that the company "may sell, in t future, to theatres, free tv and pay-t depending on the source which offe the greater revenue." He said that subscription television offers t greatest source of revenue to Par mount product, then, when t medium is established, the sale film to pay-tv will be considered.

Cautious on Sale to TV

The Paramount head, commentin on present plans and discussions sell the company's backlog to tv, sa that "selling the film library is mo than a question of dollars." Balaba disclosed that there are over 700 pr 1948 features in the inventory an that he has "no idea of the doll values of these films." He said th there is "no formula for the distribu tion of these films to tv," and ind cated that there has been som thought given to a proposal of Para mount setting up its own distributio company to tv.

Hospital Collections

(*Continued from page* 1)

and Waxman are now lined up, an will make the collections in thei theatres throughout the campaig period.

Most of the pledged theatres, par ticularly the circuits, have indicate that they will run the trailer and con duct the audience collections for full program change. Many will d this for double weekends.

S. H. Fabian, national campaign chairman, stated, "We look for 5,000 theatres to participate, and an all-out total of $500,000 in this year's campaign."

Fay's Sister Dies

PROVIDENCE, R. I., June 5.—Mabel Fay Clarke, sister of Edward M. Fay, dean of New England showmen, and mother of Albert J. Clarke former Providence Majestic manager and now manager of a Springfield Mass., theatre, died here yesterday.

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n PRM Deal

Clear Way for WB to Sell Its Films to TV

nternal Revenue Agrees o Capital Gains Status

The Internal Revenue Service has greed to capital gains tax treatment r money received by Warner rothers for the sale of its pre-1948 m library to PRM, Inc., headed by louis Chesler, it was learned here sterday.

This ruling will clear the way for he sale to take place. Warners had ade the sale contingent on getting capital gains tax ruling from the overnment. The capital gains tax is alf or less of regular income tax ites.

The green light by the revenue rvice was regarded here as possibly aving a far-reaching effect, inas- uch as it may spur other companies, hich have been holding back their

(*Continued on page* 5)

Holders Hit Zanuck Deal

Minority stockholders of 20th Cen- ury-Fox, representing over 1,250 ares of stock, yesterday filed affida- its and briefs in New York State upreme Court here objecting to the lm company's settlement of its con- act with Darryl F. Zanuck, 20th- ox vice-president in charge of pro- uction, who is planning to become n independent producer.

Barry Golomb, attorney for minor- y stockholders David H. Sloane,

(*Continued on page* 4)

Seaton Reelected Academy President

From THE DAILY Bureau

HOLLYWOOD, June 6. — George eaton was reelected president of the cademy of Motion Picture Arts and ciences' board of governors at a eeting here last night.

Other officers named to second

(*Continued on page* 5)

Indianapolis Will Be Credit Plan Test City

Indianapolis has been selected as the city in which a test will be made for the proposed admissions credit plan. Representatives of the Motion Picture Association's sales managers committee will go to the Indiana capital shortly to confer with exhibitors on the project and set the stage for a survey of public reaction. The MPAA board has approved the proposal as outlined by a six-man committee.

Report Cantor Asks 30-Day Extension Of Republic Option

B. Gerald Cantor, partner in Cantor, Fitzgerald & Co., has asked Herbert J. Yates, president of Republic Pictures, for a 30-day extension on his banking investment group's 60-day option to acquire the "working control of the film corporation" by Yates and his associates, it was reported reliably yesterday.

The West Coast investment group,

(*Continued on page* 5)

Army Cites Studios For Public Service

From THE DAILY Bureau

WASHINGTON, June 6. — The Army has presented certificates of appreciation to the major studios for their work in giving the public a favorable view of army operations.

The awards were presented by Major General A. S. Meloy, chief of the Army's Information and Educa-

(*Continued on page* 4)

See Action Delayed Many Weeks

House Group Defers Tax-Relief Bill Vote

Chairman Cooper Says Rate Changes Are Beyond Committee's Jurisdiction

By J. A. OTTEN

WASHINGTON, June 6.—The House Ways and Means Committee today put off for some time any vote on further admissions tax relief.

Working its way through the dozens of recommendations for excise tax changes in the Forand subcommittee report, the committee today finally reached the subcommittee's suggestion that the full committee might want to consider reductions in the admissions and cabaret tax rates.

At that point, Chairman Cooper (D., Tenn.) noted that the resolution setting up the Forand subcommittee had confined its jurisdiction to technical excise tax problems, and ruled that it would be out of order to discuss—in connection with the subcommittee's report—any changes in rates.

Rep. Boggs (D., La.) then noted that the committee has been approving provisions to be incorporated into a general excise tax revision bill, and asked Cooper whether it would be in

(*Continued on page* 5)

Skouras Talks Friday With Ad-Pub. Unit

Representatives of the advertising and publicity committee of the Motion Picture Association of America will meet with Spyros P. Skouras, president of 20th Century-Fox, tomorrow morning to discuss several ideas for boosting the box office. Skouras is a member of the president's committee.

It was reported yesterday that Skouras has a number of ideas which

(*Continued on page* 5)

Canada Gov't Helps CBC Meet TV Deficit

Special to THE DAILY

OTTAWA, June 6.—The Canadian Government has revealed in its 1956-57 estimates a grant of $12,000,000 to the Canadian Broadcasting Corp., to help that organization meet its television deficit this year. CBC has announced a total revenue of $35,250,000 for the 12-month period.

TOA in Plea For Rebuttal

Theatre Owners of America has requested the Senate Small Business sub-committee, which has been investigating industry trade practices, for an opportunity to appear before the group again to refute "much of the distributors' testimony made before the committee, which was reckless and intemperate," Myron N. Blank, president of the exhibitor organization, disclosed yesterday.



Myron Blank

Blank, in a telegram to Sen. Hubert

(*Continued on page* 5)

Proposal for Separate Theatre-Tax Bill Finds Favor Among Some Legislators

From THE DAILY Bureau

WASHINGTON, June 6.—Several members of the House Ways and Means Committee have expressed doubt that the industry really should try to have an admission tax cut incorporated into the general excise tax revision bill. They argue that the general bill is not going to become law this year—that it will pass the House too late for Senate action this year. They think it might be better strategy for the industry to put its main effort into getting action on admissions tax relief as a separate bill.

Chief among the reasons for urging a separate bill is the fact that, since the present bill will not become law this year in any event, and since admissions tax cuts would be more popular with the public than some of the other tax cuts suggested, a separate measure in this category would have a better chance of getting the legislative nod.

PERSONAL MENTION

JAMES R. VELDE, United Artists general sales manager, and MILTON COHEN, Eastern division manager, left New York yesterday for Buffalo.

•

J. J. COHN, Loew's, Inc., vice-president and M-G-M studio executive, who returned to New York last week from Europe, will leave here today for the Coast.

•

ALFRED HITCHCOCK will leave Hollywood by train tomorrow for New York, and will sail from here next Wednesday aboard the "Queen Elizabeth" for England.

•

LOWELL THOMAS has arrived in Los Angeles from India, and will leave the Coast at the end of this week for New York.

•

ADRIENNE BALDMAN, agency sales representative for Italian Airlines, will leave here for Europe next Wednesday.

•

CARL MOS, of 20th Century-Fox's exhibitor relations and press book department, has entered Harkness Pavilion here for surgery.

•

JOHNNY GREEN, in charge of M-G-M studio music activities, will return to the Coast tonight from New York.

•

STANLEY RUBIN, RKO Radio producer, is the father of a son born to MRS. RUBIN this week in Los Angeles.

•

HECTOR MERLIN, of Phoenix Films of London, left here yesterday for England via B.O.A.C.

•

ADRIAN AWAN, of the 20th Century-Fox exploitation department, is in Washington from New York.

'Locomotive' to Open Tomorrow in Atlanta

ATLANTA, June 6.—A parade, costume ball and other festivities have been planned for the two-day world premiere program of Walt Disney's "The Great Locomotive Chase," which will open here Friday at Loew's Grand Theatre.

The Georgia Federation of Women's Clubs and the Young Matrons' Circle for Tallulah Falls School are sponsoring the program, with all proceeds going to the school.

Disney and the stars of the film, Fess Parker, Jeffrey Hunter and Jeff York, will attend the festivities as well as civic, state and industrial leaders.

In Nationwide 'Look' Poll

Films Preferred Viewing, Toll-TV Survey Reveals

According to a "Survey of U.S. Markets" conducted by "Look" Magazine, the television viewing public that would be willing to pay to see tv programs of their choice favor the showing of motion pictures that have not been available in theatres.

The popularity of films was evidenced in all four poll categories, those of "standard free tv" and toll payments of 25 cents, 50 cents and $1. In the "free" classification, films were the second choice of 41,550,000 persons above 15 years of age. When a 25 cent fee is charged, the popularity of films dropped to fourth. The 16,100,000 questioned with regard to payment of 50 cents for viewing programs stated their preference for films as fourth in standing.

The "Look" poll reported that films were fifth in consumer receptability when a $1 fee is charged. An estimated 11,600,000 were queried in the last category for toll-tv.

'Boats' Bows July 18 In 'Navy Base' Cities

Universal - International's VistaVision and Technicolorfilm production, "Away All Boats," will have a simultaneous world premiere July 18 in a number of key cities in the nation where important naval commands and installations are located, it was disclosed this week by the New York home office.

On Both Coasts and Gulf

Simultaneous openings are planned for Loew's State in New York, at Keith's Memorial in Boston, the Golden Gate in San Francisco, the Goldman in Philadelphia, the Joy in New Orleans and the Spreckles in San Diego. The film, based on the novel by Kenneth Dodson, will open July 19 at the Loew's Theatre at Norfolk and July 26 at the Music Hall in Seattle. It is also scheduled to premiere in Washington at Loew's Palace and in Chicago about July 18.

To Reveal SMPTE Secretary Tomorrow

A successor to Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, has been approved by the board of governors and the executive committee, and is to be announced tomorrow by the society.

Wilton R. Holm, SMPTE secretary, disclosed yesterday that the new secretary was approved by the board of governors in letters returned to the New York office last week. Nemec submitted his resignation in April and is effective June 15.

Hall of Fame Ballots Mailed to Critics

Some 700 ballots were forwarded yesterday to motion picture editors and critics throughout the nation for the selection to the Hollywood Hall of Fame of the top five performers of the 1910-1920 era.

The Hall of Fame project in Hollywood and a similar one in New York for the theatre and allied arts has been undertaken by Earl Blackwell, president of Celebrity Service, who disclosed that the initial performers to be named to the Hollywood branch are to be announced on June 23 at a fund-raising Cavalcade of Film Classics Festival at Westhampton, L. I.

The names of some 35 1910-1920 era performers appear on the ballots, Blackwell said. Elaborating on the Westhampton festival, he said that the event scheduled for June 21-23 will include the screening of "film classics," among them "Little Lord Fauntleroy," "Male and Female," "Safety Last," "Grand Hotel," "Top Hat," and others to be named at a later date. Screenings will be held twice daily, at 3 and 9 P.M., at the Westhampton Bath and Tennis Club.

'Oklahoma!' Opening In Southwest Tonight

TULSA, June 6.—Shirley Jones and Gov. Raymond Gary of Oklahoma will be the honored guests at the Southwest area's premiere of Magna Theatres' "Oklahoma!" in Todd-AO at the Rialto Theatre here tomorrow night. The opening has been preceded by three days of local festivities.

Miss Jones arrived here yesterday from New York accompanied by Gael Sullivan of Magna Theatres' home office. E. K. O'Shea, Magna vice-president, who also is here for the opening, "Oklahoma's" twelfth, pointed out that the premiere festivities are a "curtain-raiser" to the statewide celebration commemorating the anniversary of Oklahoma's admission to the union.

'Nile' to Palace

Columbia's Zoltan Korda production, the Technicolor, CinemaScope "Storm Over the Nile," will open at the RKO Palace Theatre here tomorrow.

Schedule Miss. TOA Convention June 17; Campbell Keynoter

Special to THE DAILY

JACKSONVILLE, June 6.—Th 15th annual convention of the Mi sissippi Theatre Owners Associatio will be held June 17-19 at Edg water Park, Miss.

Boyd Campbell, immediate pa president and present chairman of th board of the Chamber of Commerc of the U. S., will deliver the openin address at the noon meeting, June 1 Registration will start the afternoo of June 17.

Heading the convention progra are Theodore Solomon, Mississip TOA president; treasurer John Wi liams and vice-presidents Ben Jac son, Tom Garroway and Stan Taylo

Arthur Hatch Electe Strong Electric Hea

The election of Arthur J. Hatch president and a director of the Stron Electric Corp. of Toledo, O., was an nounced by Hermann G. Place, chai man of General Precision Equipmen Corp. Strong Electric is a GPE sub sidiary.

Hatch succeeds Harry H. Stron who died recently. Strong was th inventor and developer of the auto matic arc control for arc lamps.

Hatch joined the engineering sta of Strong Electric in 1935 and ha been vice-president since 1947. H is a Fellow of the Society of Motio Picture and Television Engineers an chairman of the advertising commit tee of the Theatre Equipment an Supply Manufacturers Association.

RKO Signs MacArthur

HOLLYWOOD, June 6.—RKO ha signed James MacArthur to a mult ple-picture acting deal.

The 17-year-old son of Hele Hayes and the late Charles MacAr thur will work in "Strike a Blow," hi first picture assignment for RKO.

Decca Dividend

Directors of Decca Records, Inc yesterday declared a regular quarterl dividend of 25 cents per share on th company's capital stock, payable o June 29 to stockholders of record o June 18.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢



A MOULIN PICTURE

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PEOPLE

Jules Perlmutter, of Perlmutter Theatres in Albany, is now buying and booking the General Stark Theatre at Bennington, Vt., for the Hart Estate. **Charles Hart,** formerly associated with the General Stark, has taken over the 1,000-seat New Theatre in Hoosick Falls and plans to open it in January.

□

Allan Finn, a member of the television press information bureau at CBS since 1948, has been named manager of CBS radio press information, succeeding **Edward Reynolds** who resigned, it was announced by **George Crandall,** CBS Radio press information director.

□

Robert W. Selig, Fox Inter-Mountain division manager in Denver, has been elected president of the University of Denver's board of trustees for the 11th time.

□

Hugh Stanley Hole has been named branch manager in Hollywood for Van Praag Productions, television film producers.

□

Joseph Lebworth, 20th Century-Fox Empire State exploitation representative, has resigned from the company to enter independent production.

□

Louise Gruner has been appointed publicity assistant to advertising and publicity director **Gene Cogan** at C & C Television Corp.

□

Bert Thomas has joined the sales staff of Distributors Corp. of America in the Kansas City-Des Moines area, it was announced by DCA sales executives **Irving Wormser** and **Arthur Sachson.**

Army Cites Studios

(*Continued from page* 1)

tion Branch. The awards were accepted by Kenneth Clark, representing the Association of Motion Picture Producers; Anthony Muto for 20th Century-Fox; Orville Crouch, for M-G-M; Robert Denton, Paramount; George M. Dorsey, Warner Brothers; Joseph Brecheen, RKO; Ray Bell, Columbia; George A. Dorsey, Universal, and Milton Lipsner, Allied Artists.

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REVIEWS:

The Killing

United Artists

WHILE REAL top money stars are lacking to provide the come-on, there is more than enough of suspense to make this United Artists release a popular offering. The basic story has been done before but this up-to-date touch in the plotting of a $2,000,000 robbery more than compensates for the lack of fresher story material.

Based on the novel, "Clean Break," by Lionel White and written for the screen by Stanley Kubrick, "The Killing" emerges as one of those off-beat melodramas. Sterling Hayden is cast as the brains behind the robbery. He's convincing and even makes the viewer rather anxious to see him escape detection in the completion of the crime—but, naturally, he fails. Coleen Gray, as his sweetheart, and Jay C. Flippen, as the jovial friend with the money to back up the crime, are also headlined as well as Marie Windsor and Ted DeCorsica. Hayden dominates the thriller, although the performances by the supporting players are commendable.

Story-wise, Hayden plans the heist of some $2,000,000 at a race track a few days after he's released from prison. The preparation is elaborate —hiring a gunman to finish off a horse in the last race to create confusion and the hiring of a wrestler to instigate a fight in the grandstand bar that will keep the racetrack cops busy for a while. Suspense naturally flows as the gang go about their systematic way of preparing for the theft. But it all goes for naught—as Flippen, DeCorsica, Miss Windsor, her husband and her boy friend and the gunman hired to shoot a horse during the race—are killed. Hayden makes it to the airport, but is captured after the valise containing the loot falls to the ground and the money scatters over the plane's taxi area.

"The Killing" is adult fare. James B. Harris produced and Stanley Kubrick directed.

Running time, 83 minutes. Adult classification. For July release.

JACK EDEN

The Werewolf

Clover—Columbia

ANCIENT FOLKLORE sought to substantiate the existence of werewolves, and producer Sam Katzman goes the ancients one better. He delivers one. His werewolf is a newcomer by the name of Steven Ritch who romps through the picture spreading terror, suspense and panic. It's good science-fiction stuff with enough entertainment ingredients to satisfy, especially those who go in for imaginative narrative.

After a minor auto crash, Ritch goes to the home of a couple of doctors who have been experimenting with a serum made from the mutant of a wolf. They inoculate the innocent Ritch with the serum and the poor fellow takes on the characteristics of the animal. He becomes aware of it later when he is attacked by a man who, in turn, is torn to ribbons by his intended victim. It is the belief of the police in the mountain village that the man was killed by an animal. But the doctors, who fear that their secret may be exposed, go in search of the "animal" with intentions of killing him before he can be captured. Then comes the big hunt, with the police, the man's family and others combing the forests for the werewolf. Eventually he is caught and placed in a cell where the two doctors try to reach him. They are killed for their efforts, the werewolf escapes and the chase is on again. But he finally is brought down by a police bullet.

At least "The Werewolf" is different and has many amusing and suspenseful moments. Top-cast are Don Megowan, Joyce Holden, Eleanore Tanin, Kim Charney, S. John Launer and George Lynn. Fred Sears directed.

Running time, 83 minutes. Adult classification. For July release.

J. E.

Friedman Joins A-P-A

Martin Friedman has been named special sales representative of Artists-Producers-Associates, Inc. He resigned his position at Paramount Pictures last month to accept the job.

New Theatre for R&B

The 5th Avenue Cinema has been acquired by Rugoff & Becker, New York circuit operators. The theatre will be devoted to presenting selective features and shorts.

Fox 'Holders

(*Continued from page* 1)

Geraldine Sloane and Selma Apfelbaum, requested the court, presided over by Justice Thomas A. Aurelio, to disapprove the settlement as proposed at this time.

The other affidavit, which was filed yesterday, objected on the ground that the interested parties could not find all papers, data and information filed with the court during the one week period allowed by Justice Aurelio. The court, on May 29, allowed until yesterday for stockholders to examine all the papers of the settlement and gave proponents of the settlement until June 11 to file answers to objections.

Objections Itemized

The basis of Golomb's objections is that: "No adequate investigation has been conducted to determine whether or not the proposed settlement is in the interests of the corporation and its stockholders; the public policy of the State of New York, as it relates to minority stockholders' derivative actions, is violated and flouted in one of two respects, i.e., either: with regard to the policy in favor of the maintenance of such suits, where justified, and barring an unnecessary multiplicity of such suits or with regard to the policy against the more frivolous of such suits, including those brought for the primary purpose of obtaining legal and other fees; and shareholders have been given no opportunity to investigate, present evidence, or cross-examine witnesses."

Golomb yesterday said that the objections filed don't imply that the settlement is unfair. He said that under the manner in which the settlement was presented to the court and to Abraham Greenberg, referee, it is impossible to know whether the settlement is fair or unfair, due to the inadequate investigation.

Degree to Zanuck By Nebraska 'U'

LINCOLN, Neb., June 6.—An honorary Doctor of Humanities degree will be awarded 20th Century-Fox producer Darryl F. Zanuck on Monday commencement exercises here of the University of Nebraska. The film executive, a native of Nebraska, will be the first such person from the entertainment world to receive the honor.

W. H. Stevenson, 61

MARYSVILLE, Tenn., June 6.—W. H. (Steve) Stevenson, 61, manager of the Park Theatre for the past 20 years here, died of a heart attack.

AVAILABLE—PUBLICITY ASSISTANT
Young lady—28 years—10 years experience ad-pub. director major motion picture company contacting magazines, newspapers, radio/TV. Competent. Can successfully handle publicity promotion these fields. Best references. Salary open. Box 66, MOTION PICTURE DAILY, 1270 Sixth Ave., N. Y. 20.

louse Group

(*Continued from page* 1)

ler to offer rate-cutting motions er when the committee is giving final going-over to the actual easure.

Cooper replied that he'd cross that dge when he came to it. Several mmittee members said privately er that they would definitely offer e-cutting amendments to the gen- al excise tax revision bill when it s been prepared and is put before committee for final voting. More- er, they said, they didn't think ıoper would be able to rule them t of order.

Language Is Indefinite

However, it will be many weeks fore a bill is ready for final com- ttee voting. What the committee s been doing so far is making deci- ns couched, in broad, general lan- age. These committee decisions ıst be translated into technical, gal bill form by the committee staff. ıe staff has been unable to keep up th the committee's decisions, and ll has several weeks of drafting rk to do before a bill is ready for e committee to go over. Thus, un- s Cooper reverses himself, it will many weeks before the admissions cut can be raised in the com- ttee.

eport Cantor Asks

(*Continued from page* 1)

May 24, had acquired a 60-day tion to purchase the working con- ol of Republic under an agreement ich allowed it to buy a minimum 650,000 shares and a maximum of 0,000 shares at $12.50 per share. ıe option agreement provides that ites must sell all of his shares as ell as stock owned by a number of s associates.

Cantor, it was reported, requested additional 30 days on the option order for his auditors to have more ne to check Republic's books and cords. It was said also that Cantor eded additional time so that he uld assemble his "company's back- s in the deal." Meanwhile, the diting firm of Joseph D. Blau & o. has launched its study of the epublic books and expects it to be mpleted shortly.

eaton Reelected

(*Continued from page* 1)

rms were first vice-president, Sam- l G. Engel; second vice-president, red L. Metzler; treasurer, John O. alberg; assistant treasurer, Jacob H. arp, and executive director, Mar- ıret Herrick. Named to office for e first term were Hal Elias as sec- tary, and Perry Lieber as assistant cretary.

It was the first such session held by e newly constituted board and was nfined principally to organizational d electoral matters. Another meet- g is expected to be held within two eeks, at which time the board will obably act on future policies re- rding the telecasting of Academy ward ceremonies.

TOA in Plea to the SSBC

(*Continued from page* 1)

Humphrey, chairman of the sub-committee on Retailing, Distribution and Fair Trade Practices of the Select Committee on Small Business in Washington, copies of which were made available here, said that "exhibitors are shocked and disturbed" at distributor testimony "and the claim that TOA's conduct in temporarily withdrawing its approval of the proposed arbitration system as a shameless betrayal is a baseless accusation."

The TOA's president asked Sen. Humphrey for an opportunity for rebuttal. "If that is not proper nor possible, then we ask that the contents of this telegram be placed in the record," Blank said. Washington sources report that the sub-committee is not likely to accept any additional rebuttals or comments.

The wire additionally informed Sen. Humphrey that "it is well known to distribution that TOA's decision was because they wanted to seek a broader scope of arbitrability and to block distribution's attempt to obtain a whitewash before the committee through the last minute proffer of the proposed arbitration draft." Blank said that the decision to withdraw approval temporarily was the almost unanimous vote of TOA's board members and of the executive committee as well.

Blank said that the proposed system of arbitration "does not offer adequate scope of arbitrability" and "TOA is willing now as it has always been to explore avenues of broadening that scope." He asked that the committee chairman refer to the record concerning an exchange of letters between Al Lichtman of 20th Century-Fox and himself concerning this.

"To this offer, distribution has been significantly silent," the TOA officer said. "We regret that because of distribution's stubborn and illogical refusal to sit around the conference table as men of good faith to attempt to solve industry problems, much of the committee's important time was wasted."

WCBS-TV Buys 152 Warner Bros. Films

WCBS-TV has purchased 152 Warner Brothers pictures for television exhibition, commencing in early 1957, from Associated Artists Productions, Inc. (PRM), it was announced yesterday by the flagship outlet of Columbia Broadcasting System here.

The agreement, signed by Sam Cook Digges, general manager of the station, and Robert Rich, general sales manager for AAP, calls for WCBS-TV to acquire most of the films on Jan. 1, 1957, for showings on the "Early Show" and the "Late Show" in this area. While no purchase price was disclosed, it was said that the remainder of the films will become available to the station in mid-1958, after they have completed re-runs in theatrical circuits.

Among the pictures included in the deal are "Arsenic and Old Lace," "The Maltese Falcon," "The Petrified Forest," "Juarez," "Dodge City," "George Washington Slept Here," "The Adventures of Mark Twain," "June Bride," "One Foot in Heaven," "Devotion," "Of Human Bondage" and "A Kiss in the Dark."

Harry Schoenstadt, 67

CHICAGO, June 6.—Harry Schoenstadt, 67, manager of H. Schoenstadt & Sons theatre chain, died at St. Luke's Hospital. He is survived by his widow, Goldie; three sisters and a brother, Ruben.

ReVille Funeral Today

CHARLOTTE, June 6.—Jacques C. ReVille, M-G-M branch manager here for the past nine years, died suddenly at his home yesterday. Funeral services will be held today at Timmonsville, S. C.

Clear Way for WB

(*Continued from page* 1)

libraries from television interests, to make their backlogs available.

Warners had proposed selling to the Chesler group all rights to its pre-1948 film library for the sum of $21,000,000. The sale was to have included not only television rights, but also the rights to theatrical reissue and any other uses.

The Internal Revenue Service found, it was reported, that the Warner case came squarely within a ruling issued last year in another film library sale. In that precedent-setting case, the service had ruled that capital gains tax treatment should be allowed in a case where a company, normally leasing or renting films, sells outright in an isolated transaction a quantity of fully-depreciated films. The service at that time did not indicate what its stand would be in cases that did not meet this set of facts, and apparently still hasn't crossed that bridge, finding instead that the Warner transaction does meet the set of facts laid down earlier.

Short subjects, cartoons, silent features and 750 feature-length films are included in the sale.

Skouras to Meet

(*Continued from page* 1)

he would like the advertising-publicity committee to consider.

The full committee of the advertising directors committee will meet at 5 P.M. today at MPAA headquarters here to hear reports by four of its sub-committee chairmen on various proposals. Reports will be made by Si Seadler of M-G-M on advertising campaigns; Phil Gerard of Universal on the field tour by the company presidents; Rodney Bush of 20th-Fox on the industry symposium idea, and Paul Lazarus of Columbia on the all-embracing industry survey.

TENT TALK

Variety Club News

A set of matched luggage has been added to the prizes to be awarded by the Variety Club Foundation to Combat Epilepsy at the Variety Club's June 19 luncheon meeting at Toots Shor's Restaurant here. The first prize will be a 1956 Thunderbird, Ford sports car. It was also announced that the person who sells the winning ticket will receive a $100 U. S. Government Savings Bond.

△

DETROIT.—"A Salute to the members of 'The Pajama Game' Company" was held here by Tent No. 5 as a tribute to the legitimate play which has extended its run at the Shubert Theatre. For the event, the club utilized its own quarters in the Tuller Hotel and the adjacent Sky Room, where the dancing took place.

△

CHARLOTTE.—Plans are now being shaped for a Christmas Carol community sing to be sponsored jointly by Charlotte Tent No. 24 and the "Charlotte News." Under the present plan, it will be held in the new Charlotte Coliseum Dec. 14, with local radio stations to air several programs in connection with the event.

△

ALBANY.—Heart Fund chairman Harry Lamont accepted for the Variety Club's Camp Thacher checks totaling more than $1,100, presented by "Times-Union" managing editor Albert J. Bearup. They represented the paper's donations from the recent centennial luncheon honoring William Randolph Hearst, Jr., and from a subscription campaign. The "Times-Union" has cooperated with Tent 9 on publicity and promotion for the summer camp since 1941.

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Illusion so perfect that it becomes reality. That is at once the motion picture's problem and its tremendous hold on audiences. For, more than any other form of entertainment, it successfully takes people out of their homes and selves, lets them escape to refreshing romance and adventure.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 111 NEW YORK, U. S. A., FRIDAY, JUNE 8, 1956 TEN CENTS

Film Exports Aided

Tariff Gains Won by U.S. at Geneva Meet

Concessions from U.K., Chile, Norway, Sweden

By J. A. OTTEN

WASHINGTON, June 7.—Substantial concessions in tariffs on motion picture film exports to foreign countries were won by the United States at the recent Geneva tariff negotiations.

State Department officials said the U. S. won important concessions from the United Kingdom, Chile, Norway and Sweden. The U. S. negotiated earlier this year in Geneva with 21 other foreign nations.

According to the department, the United Kingdom agreed to remove present import duties on any film that will have further processing in the

(*Continued on page* 6)

N.J. Allied Plan Well Received

Allied Theatre Owners of New Jersey has sent out its letters to the distribution sales heads asking for "cooperation and harmony with exhibition" and to set up an industry conference among the advertising and publicity heads of the companies, top theatre circuits and independent theatres to discuss ways and means of bolstering the box office.

The ATONJ letters were accompa-

(*Continued on page* 6)

CEA Acts to Curb Films on UK Video

By PETER BURNUP

LONDON, June 4 (By Air Mail).—The Cinematograph Exhibitors Association annual convention at Blackpool initiated action which is expected to result in curbs being placed on the wholesale unloading of older films on TV here. Exhibitors here are in a particularly strong bargaining position in that regard.

They have a firm agreement with

(*Continued on page* 6)

Overseas Films Gain Popularity

Foreign Language Barrier Broken by U.S. Theatres

Thanks to a general educational program spread over a period of years, the long-standing international language barrier that hampered foreign product at the box-office is slowly losing much of its polish and, quite uniquely, is furnishing the serious theatre-goer with a new brand of film entertainment.

In a report on the rising popularity of foreign product, "Motion Picture Herald" today disclosed that the box office boom has been evident at art theatres where patrons who seek something different from normal Hollywood entertainment are finding new interests. While art theatre exhibitors have found the unusual product to be quite feasible, the general exhibitor has shied away from foreign-language pictures for obvious commercial reasons.

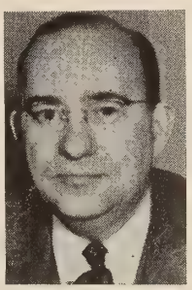
However, in recent years and especially today, more and more theatres that never strayed from the Hol-

(*Continued on page* 10)

Walsh Urges Sober Policy on 'Runaway' Film

From THE DAILY Bureau

WASHINGTON, June 7.—Richard F. Walsh, IATSE president, who has been in attendance at AFL-CIO executive council meetings here this week since returning from Edinburgh where he addressed the annual convention of the National Association of Theatrical & Kine Employes, IA's British counterpart, indicated his belief that unions should proceed with care in opposing "foreign" location



Richard Walsh

(*Continued on page* 10)

Upholds FCC Policy On TV Permits

From THE DAILY Bureau

WASHINGTON, June 7.—The U. S. Court of Appeals here has upheld Federal Communications Commission procedures in granting VHF television station permits in communities also having UHF stations.

The court upheld FCC grants of

(*Continued on page* 8)

Broidy Pledges Allied Artists' Support To Any Project to Bolster Box-Office

Allied Artists will be "only too happy to meet with exhibitors, anyone, anywhere, to discuss anything which will help the motion picture industry," Steve Broidy, president of AA, declared here yesterday, following his arrival from Hollywood for conferences with home office executives concerning the release of the company's completed product.

Broidy, in reply to a question concerning exhibition's latest "call for an industry conference to discuss ways and means of boosting business," reiterated his company's position and reaffirmed his firm faith in the industry future.

The AA president said he expects to return to the West Coast by next Tuesday. Broidy, while here, will confer with executives Morey Goldstein, Edward Morey, Alfred Crown, Norton V. Ritchey and Martin S. Davis on forthcoming product such as "The Friendly Persuasion," "The First Texan," "The Hunchback of Notre Dame," "Typee," and "Ariane."



Steve Broidy

Complex Deal

Report Fabian Cleared for WB Presidency

Basic Plan for Cutting Theatre Ties Said Set

All elements of the trade have been intrigued the past several days by reports circulating in top executive levels that Si H. Fabian, head of Stanley Warner Theatres, has succeeded in working out with his associates a plan for divestiture of his theatre interests which, when effected, would permit him to accept the presidency of Warner Bros. without objection from the Federal Department of Justice.



Si H. Fabian

Efforts to reach Fabian and Serge

(*Continued on page* 8)

New Rackmil, Daff, Muhl Pact

New contracts to Milton R. Rackmil, president; Alfred E. Daff, executive vice-president, and Edward Muhl, vice-president in charge of production, to replace existing contracts, have been given by Universal Pictures.

Rackmil's new contract is for seven years and replaces a previous seven-

(*Continued on page* 8)

Whitney Cites New Process Experiment

By WILLIAM PAY

LONDON, June 7.—Experiments in a new process which enables old black-and-white, silent films to be converted into modern form screen presentation and into color was described to newsmen here today by

(*Continued on page* 8)

PERSONAL MENTION

JAMES E. PERKINS, Paramount International executive vice-president, arrived in New York yesterday from London. FRED E. HUTCHINSON, managing director of sales in England, will arrive here on June 19 aboard the "Queen Mary." TONY REDDIN, Paramount's British director of advertising, publicity and theatres, will arrive here tomorrow.

•

HARRY MANDEL, RKO Theatres advertising-publicity manager, became a grandfather this week when his daughter-in-law, MRS. MYRON MANDEL, gave birth to a girl in Bronx Hospital.

•

ED MOREY, Allied Artists vice-president, and MOREY GOLDSTEIN, vice-president and general sales manager, have returned to New York from Toronto.

•

IRVING MAAS, vice-president of the Motion Picture Export Association, returned to New York yesterday from Tokyo.

•

SIG MAITLES, independent advertising and promotion consultant, will leave here early next week for Hollywood.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will return to New York today from Atlanta.

•

MARY PICKFORD and BUDDY ROGERS will leave New York for France today aboard the "United States."

•

DAVID SUTHERLAND, of Hemipshere Films, Ltd., of England, will arrive here today from London via B.O.A.C.

•

RICHARD BROOKS, director, will leave Hollywood at the weekend for London, en route to Africa.

•

DAVE CANTOR, RKO Radio exploitation manager, left here yesterday for Hollywood.

•

SAAL GOTTLIEB, M-G-M metropolitan district manager, has returned to New York from Albany.

•

OTTO PREMINGER will arrive here from London tomorrow via B.O.A.C.

Aaronoff Joins MCA-TV

Ed Aaronoff, a former member of the Universal Pictures publicity staff for the past few years, has been appointed director of publicity for MCA-TV, television film producers and distributors.

Sir Tom O'Brien Tells NATKE:

British Films Are Seen at Fault For Dearth of Bookings in U.S.

From THE DAILY Bureau

LONDON, June 4 (By Air Mail).—Members of the National Association of Theatrical and Kine Employees at their annual conference in Edinburgh approved resolutions condemning the government's economic policy and instructed their executive to seek a 40-hour week and a month's paid holiday for all members of the entertainment industry.

Speaking at the conference, Sir Tom O'Brien, M.P., general secretary of the union, welcomed the major circuits' decision to increase seat prices and said the British industry is at fault if its films lack popularity in America.

Sir Tom also referred to the industry's product shortage. "One false move on our part could easily close one-half of the British cinemas," he said. "We have not the product, rightly or wrongly, to keep open our British cinemas by our own resources, however desirable that may be.

Warns of Provincialism

"When we talk about producing British films portraying the British way of life, we should all think of that ideal as commendable, but we must remember that cinemagoers in Europe, Asia, South America and the Far East are not much concerned in paying to see the British way of life.

"The United States had found the answer to satisfy the cinemagoers of their own nation and of many other countries. If the British industry has not succeeded, it is no use crying against any other country which has succeeded.

"Many British film production companies complain that they do not get sufficient screening time in the U. S. Good films, wherever they are produced, have a ready market anywhere. I must confess that the British films themselves fall short and are to blame for the lack of enthusiasm among American cinemagoers for our own films," Sir Tom concluded.

Debate U.K. Tax Bill In House Next Week

LONDON, June 7.—A debate on cinema taxation is likely to take place in the House of Commons next week.

Two new clauses to the bill, calling for the abolition of tax on seats up to one shilling, one penny off the tax for all other seats, and a tax rebate for all halls taking less than £350 gross per week, have been put forward by Labour Party M.P.'s.

This has arisen as a result of the Chancellor of the Exchequer's refusal to give the industry any tax relief in his Budget last April.

Increase in U.K.'s Younger Patronage

From THE DAILY Bureau

LONDON, June 7.—Although recent Board of Trade statistics revealed a fall in cinema attendances, the 1956 Hulton Research figures show that people in the 16-24 age group are now going to the cinema more than ever.

These facts are given by R. W. Dean, chairman of Pearl and Dean (Screen Advertising) Ltd., who, in a report to his executives, says: "It is important to get the facts into proper perspective because the decline in attendances does not apply equally throughout the whole population."

Says Poor Dubbing Hurts Films Abroad

LOS ANGELES, June 7.—Sheldon Reynolds, producer of United Artists' "Foreign Intrigue," told members of the press today that many American films are suffering abroad due to lack of producer supervision of foreign translation for dubbing or subtitling. Story continuity is often distorted and wrong meanings projected through careless literal translations entrusted to foreign hands, he said.

Reynolds also disclosed he is now the only American owning complete studio and laboratory facilities abroad. His Eclair Laboratory and three sound stages in Epinay, France, are now on a year 'round self-sustaining basis, he said.

UA's Katz Leaves Sunday for Orient

Alfred Katz, United Artists home office foreign department executive, will depart by air on Sunday for Los Angeles, en route to Tokyo, first stop in a tour of the company's offices in the Far East and Australasia.

During his six-week trip, he will visit Japan, the Philippines, Hong Kong, Thailand, Singapore, Indonesia, Australia and New Zealand.

NTFC Plans Meeting

The next monthly meeting of the National Television Film Council will be held on June 21 at the Hotel Delmonico here.

Due in July

Begin Drafting SSBC Report On Industry

From THE DAILY Bureau

WASHINGTON, June 7.—Staff members of the Senate Small Business subcommittee have begun work on a proposed draft of the subcommittee's report on film industry trade practices.

Chairman Humphrey (D., Minn.) has said he wants to have the report cleared by mid-July.

The subcommittee's hearings record has closed with the submission of three additional documents—a 25-page report from the Justice Department on its anti-trust activities in the film industry field; a 51-page statement by Allied States general counsel Abram F. Myers, aimed at rebutting distributor testimony, and an affidavit from Allied president Ruben Shor, replying to charges by Paramount Pictures vice-president and general counsel Louis Phillips.

Weekend Publication Expected

The Justice report will likely be made public over the week-end, with the Myers and Shor statements being made public early next week.

Subcommittee officials said they did not expect any other material to be filed with the subcommittee. They pointed out, however, that individuals and groups could always file any information later directly with the senators who are members of the subcommittee.

To Test RKO TV Package in S.L.C.

KUTV, Salt Lake City, has been chosen as "the test situation" for the RKO "Movietime, U.S.A." package which C & C Television Corp., is distributing.

Gene Cogen, advertising and public relations director for C & C TV, disclosed here that the initial tv exhibition of the RKO package will be bolstered by "Hollywood ballyhoo, which includes beautiful women, and promotional techniques."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BHOWANI JUNCTION"
starring
Ava GARDNER . Stewart GRANGER
in CinemaScope and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.



THE GREATEST
WESTERN EPIC OF THEM ALL!

THOSE PARDNERS, MARTIN &
GREATEST MONEY-MAKING ATT



DEAN SHOWS JERRY THE ROPES on how things are done out in the cactus country.



EVERYTHING POINTS TO TROUBLE for Jerry, a lone sheriff, in a pack of bad hombres.



WAGON WHEELS—WHO NEEDS 'EM? Jerry just belly-wops his way across the wide, open spaces.

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DEAN MARTIN and JERRY LEWIS

Co-starri

LORI NELSON · JEFF MORRO

with JOHN BARAGREY · AGNES MOOREHEAD · Produced

Screenplay by SIDNEY SHELDON • Screen Story by JERRY DA

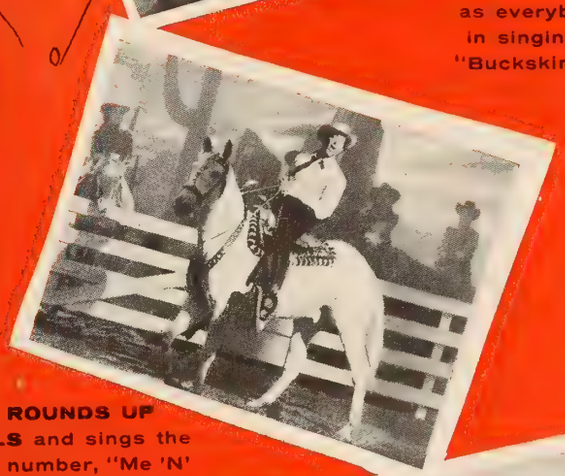
Songs by SAMMY CAHN and JAM

LEWIS, IN THE ABSOLUTELY
RACTION THEY'VE EVER MADE!





NO SQUARES AT THIS SQUARE DANCE as everybody joins in singing the hit, "Buckskin Beauty."



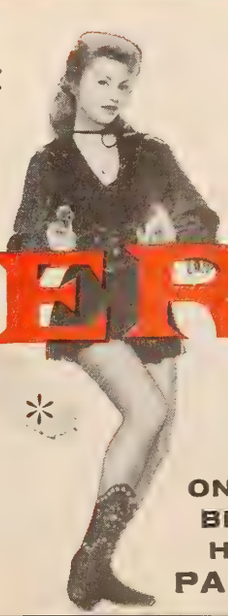
DEAN ROUNDS UP THE GALS and sings the romantic number, "Me 'N' You 'N' The Moon."



THE BOYS KILL 'EM WITH GAGS in their singing-est, funniest, money-est picture ever!

VISTAVISION
MOTION PICTURE HIGH-FIDELITY





PARDNERS

JACKIE LOUGHREY

PAUL JONES · Directed by NORMAN TAUROG

Based on a Story by MERVIN J. HOUSER • Choreography by NICK CASTLE

AN HEUSEN · A Paramount Release

ONE OF YOUR BIG SUMMER HITS—FROM PARAMOUNT!

PEOPLE

Arthur Hull Hayes, president of the Columbia Broadcasting System's radio network, will receive an honorary doctor of laws degree from the University of Detroit on June 14.

¤

Edward Ruff, former head of Regal Pictures of Boston, has established a new distribution firm, Edward Ruff Film Associates.

¤

Robert F. Blake has been promoted to the post of director of exploitation in Hollywood for the CBS television press information department.

¤

Lewis S. Ginsburg of New Haven has been named branch manager for Screen Guild Productions of New England, replacing the late **Albert Swerdlove** in Boston.

¤

Dick Graf, Universal branch manager in Chicago, is recuperating from an illness at his home there while **Dave Gonda**, Universal head booker at the Chicago branch, is in a hospital for observation.

¤

Sylvester Pierce, manager of the Berea, O., Theatre has been elected to serve a two-year term as a member of the board of directors of the Berea chamber of commerce.

¤

Leon Moors has been named resident manager of Lockwood & Gordon's East Hartford Family Drive-in at South Windsor, Conn.

¤

Lou Brown, advertising and publicity manager of Loew's Poli-New England Theatres, has been elected vice-president of the New Haven, Conn., Advertising Club.

¤

Douglas MacArthur has been named assistant manager of the Stanley Warner Garde Theatre, New London, Conn.

Verne Story to RKO

"Journey to the Center of the Earth," a novel by Jules Verne, will be one of the major productions next year by RKO, it is reported by the RKO home office. Stanley Rubin has been assigned as producer, while Eugene Lourie will design and direct the feature film that will be shot in color.

'Oklahoma!' Openings

Martin Sweeney, Jr., Magna Theatres home office executive, is in Dallas for conferences with Interstate circuit officials on openings of "Oklahoma!" in Todd-AO at the Tower, Dallas, on June 14, and Tower, Houston, June 22.

N.J. Allied Plan Pleases

(*Continued from page* 1)

nied by a resolution adopted by the regional exhibition association at its recent 37th annual convention at the Concord Hotel, Kiamesha Lake, N. Y.

Sydney Stern, president of ATONJ, in the correspondence to the sales chiefs, asked that the advertising-publicity heads of each company and those of the top circuits and independent theatres meet to discuss what can be done promotionally to bring the public back to the theatre.

Text of Resolution

The ATONJ resolution states that: "Whereas we believe that the motion picture industry is a great industry and has an important place in community life; that it has a strong healthy future and that we intend to stay and prosper in it, and whereas, the only way that this can come about is by cooperation, instead of complaints and invectives, and that production, distribution and exhibition must start to work in closer harmony and, whereas, the major cause of hardships and trouble is falling box office receipts, we hereby resolve to endeavor to have a conference called of the leading publicity, advertising men in distribution and leading exhibitors to discuss what is wrong on both sides in advertising campaigns and to develop new plans, new ideas and new methods of stimulating interests in movies and in our theatres.

"To encourage the reestablishing of film merchandising clinics and showmanship campaigns such as those sponsored by M-G-M and 20th Century-Fox so successfully in past."

Heineman, Goldstein 'For It'

According to William J. Heineman, vice-president of United Artists, and Morey Goldstein, vice-president of Allied Artists, the ATONJ proposal has merit, and they are "for it."

Heineman said yesterday he had conferred with Max Youngstein, UA vice-president in charge of advertising and publicity, concerning this matter and that he is notfying Stern that his company is "receptive."

Tariff Gains

(*Continued from page* 1)

U. K.—on non-developed film, developed negative film, and certain other types of developed film. The U. K. also agreed not to increase at any future time the import duty on all other categories of exposed motion picture films in width of up to 1 inch, and reduced and bound the rates on other exposed films of 1 inch to 1⅜ inch.

Chile agreed to a 40 per cent reduction in import duties on positive or negative motion picture films.

Concession from Sweden

Sweden agreed to a substantial reduction in duties on developed motion picture films, while Norway bound the duty on exposed motion picture films.

Many countries also made concessions on related products. For example, Germany bound the duty on photographic laboratory equipment, Benelux reduced the rate on motion picture cameras, and Australia cut tariffs on non-motion picture films.

CEA Acts to Curb

(*Continued from page* 1)

both the BBC and the commercial tv networks limiting the time allowed to excerpts of current films and to tv film "interest" programs. They are disposed now to permit both television concerns to screen up to 15 new films annually from a selected pool of 20, but on the strict condition that the tv people will have no truck with the film backlogs being peddled by American traders.

That is an ostensible reversal of the policy laid down a year ago at CEA's Llandudno convention which called for a boycott of distributors who traded with tv, but in essence it is a continuance thereof. General Council instructed its officers to call for an early meeting of the Trade Four Associations' Committee which would, so exhibitors believe, implement the new suggestions.

Higher Admissions Discussed

The convention also debated the move to increase admission prices to offset insofar as possible increasing costs, decreasing patronage and failure to obtain tax relief.

Forward-looking theatremen are more concerned with the possibility that the rise in prices would produce higher film rentals and that the benefit of the increased box office "take" would go to distributors rather than exhibitors. They now demand that the joint CEA-KRS committee forthwith discuss an adjustment of break figures in rental sliding scales. The Association's officers were instructed to seek an early convening of the joint committee in that regard.

Pearl Bailey to Tour

A 10-city promotion tour in behalf of Paramount's "That Certain Feeling" has been started by singer Pearl Bailey, who shares feature honors in the film with Bob Hope and Eva Marie Saint.

Set Shooting Dates For 6 Para. Films

Six films will go before the Paramount cameras within the next 60 days, three of which will go into production on June 18, it was announced here yesterday.

The June starting date applies to Hal Wallis' "The Rainmaker," "The Buster Keaton Story" and "Flamenca," which will be filmed in Spain. "The Jim Piersall Story," "Beau James" and "The Sons of Katie Elder" are slated for July starting dates.

Films now in the production stage are "The Search for Bridey Murphy," "Funny Face" and Wallis' "Hollywood or Bust." Productions currently in editing, cutting and other post-production stages are "Three Violent People," "The Lonely Man," "The Loves of Omar Khayyam" and "Gunfight at the OK Corral."

Radford to Produce Three Feature Films

HOLLYWOOD, June 7.—Plans for the production of three feature films by James O. Radford, Inc., were disclosed yesterday by Ludwig H. Gerber, attorney and vice-president of the firm, preparatory to his departure from Hollywood to New York where he will finalize production arrangements.

Roger Corman, recently signed by the company, will produce and direct the initial film, "Tangoroa," this summer in Hawaii from a screenplay by Victor Stoloff and Robert Hill. Radford, who will serve as associate producer, is currently in Hawaii completing advance preparations for the film. Gerber is to serve as executive producer.

Move to Include Film Firms on TV Board

WASHINGTON, June 7. — The Television Code Review Board of the National Association of Radio and Television Broadcasters today recommended that producers and distributors of theatrical films for television be permitted to become associate members of the code.

The board's recommendation for an amendment to the code to this effect will be voted on by the NARTB's television board at its meeting here June 20. Approval is almost certain.

Two Principal Advantages

The change would give the producers and distributors more voice in formulating code standards and would also permit more advance consultation on films for television.

The code review board also moved to discipline stations ignoring code standards. It announced that several stations will be advised that their code membership is in jeopardy because of their present operating policies. The owners and managers of these stations will be asked to confer with code officials, and the board will then decide whether to take away code membership.

Goldwyn in 'Digest'

"The Best Advice I Ever Had" is the title of a feature article by Samuel Goldwyn in the current issue of "Reader's Digest." An immigrant from Poland, Goldwyn recounts his many achievements that were made possible when he followed the advice of an elderly neighbor in Warsaw. Goldwyn relates the advice given him was, "No matter how black things may seem, if you have courage, darkness can be overcome."

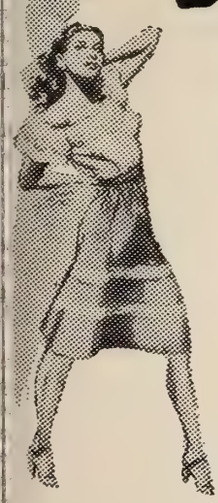
THE MARK HELLINGER ESTATE IS PROUD TO ANNOUNCE THAT D.C.A. WILL DISTRIBUTE–

2 OF *Mark Hellinger's* GREATEST!

MEN CAGED
ON THE INSIDE...
driven by the thought of their women on the loose!

BURT LANCASTER
IN
BRUTE FORCE

HUME CRONYN
CHARLES BICKFORD
YVONNE DeCARLO
ANN BLYTH
ELLA RAINES
ANITA COLBY



The Soul of a City
HER GLORY STRIPPED!
HER PASSIONS BARED!

NAKED CITY



starring
HOWARD DUFF
BARRY FITZGERALD
DOROTHY HART
DON TAYLOR





A dca RE-RELEASE

NOW READY FOR BOOKING: ***Contact your nearest D.C.A. exchange***

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

"THE Eprad Hum-Dinger" is a new in-car speaker for drive-ins announced by Eprad, Inc., Toledo. Small in size—6¾ inches by 4 5/16—it has a fibreglas case. Other features include an aluminum grill, a volume control knob of plastic, and a hanger plate "designed so it will fit most junction boxes."

•

The "Vicra-Lite" screen is a lenticular projection screen with seams formed by a new patented process made by L. E. Carpenter & Company, New York. It is of all-vinyl construction with aluminized surface embossed in a system of lenticles, or tiny lenses, controlling light angles for a maximum of reflection into the audience area with substantially uniform distribution. The problem of producing seams which do not interfere with the function of the lenticular system has been solved, the manufacturer states, by a process called the "Nichro-Weld." This is said to join the panels with the required uniformity of surface.

•

S. O. S. Cinema Supply Corp., New York, has announced the appointment of Mitchell Radin to sales promotion manager, replacing Robert Sapan. Radin was previously with Orbach's.

•

Century Lighting, Inc. has opened new offices in Miami, Fla., to serve its theatre, television, film and architectural clients in the south, Cuba and Puerto Rico.

•

Kneisley Electric Company, Toledo, has two new selenium rectifiers—one a 135-ampere, single-phase unit; the other a 180-ampere, three-phase unit. The 180 amp. model was designed to be used with arc lamps employing 13.6mm. rotating carbon trims. The 135 amp. unit was designed for application in rural areas where three-phase power is not available. Both rectifiers feature down-draft ventilating fan systems, current adjustment by a front-panel rotary tap switch, heavy transformer and reactor designs and pro-rated selenium stacks.

FOR SALE

Television Film Series

Fifty-two "do-it-yourself" subjects of lasting value. No product or brand name shown. Filmed on 35mm. Have many uses. World rights included.

BOX 64
MOTION PICTURE DAILY
1270 Sixth Ave., New York 20

See Fabian Heading WB

(*Continued from page* 1)

Semenenko, executive vice-president of the First National Bank of Boston, who negotiated the recent purchase of the controlling stock interest in Warners from the Brothers Warner and members of their families, for comment on the reports have been unsuccessful.

It was indicated in circles close to the principals that while there was some substance to the reports, any definitive statement by them at this time would be premature. It was emphasized that any arrangements involved the disposition not only of Fabian's theatre interests but also those of members of his family; that they necessarily were of a complex nature and would require considerable time to work out successfully, if they could be worked out at all. For that reason, it was surmised, it might be some time before any statement could be made by the principals.

There was no indication to whom the Fabian theatre interests would be sold if the plans now being developed are successfully completed. They include the former Warner theatre circuit as well as the Fabian enterprises. It is not believed Fabian's interest in Cinerama would be affected.

Semenenko acquired the Warner controlling stock interest with Fabian in mind as head of the company. However, he stated that if the Federal decree in the industry anti-trust case forbidding integration of exhibition and production prevented Fabian from heading the picture company, other arrangements would have to be made.

It appears to those close to the principals that the other arrangements will prove needless.

TV Making Inroads In Mexico Theatres

Special to THE DAILY

MEXICO CITY, June 7. — After some six years of effort, television has begun to make serious inroads into the Mexican motion picture industry.

The competition offered by TV to the theatre was noted to be a "grave peril" in the recent report submitted by the National Cinematographic Industry Chamber which said that a great deal of progress had been made in telecasting by the three Mexico City stations — XEWTV, XHTV and XEG, all members of Televisitistema Mexico.

Warn of Closings

The report, which cited the pioneering efforts of station XHTV as far back as 1950, said public reception to TV in rural communities may well lead to the closing of some theatres. It was the Chamber's belief that the new antenna being installed at El Zamorano Hill will bring TV to an estimated audience of 3,000,000 people. Theatres in this belt fear the new inroad by TV, they disclosed.

The Chamber reported that theatres in this area, to begin operation early next month, are open mostly on weekends when townsfolk and people from surrounding communities flock to the theatres. However, the Chamber fears that, with TV so readily available, the theatres might not have the usual patronage and possibly may be forced to close.

Radio Also Apprehensive

Radio, too, fears TV may cut into advertising, the report added, and that such a financial loss in receipts might prove to be permanent. Mexico City, however, appears to be in little danger of suffering from the TV growth, they declared, because "there is a public for everything." The Industry Chamber rendered the opinion that TV threatens the outlying provinces and only those where it will be appearing for the first time.

TV Set Production Off Again in April

WASHINGTON, June 7.—Factory production of both radio and television receivers during April declined from the March level. The output of both radio and TV sets in April was reported to be below the level of production in April 1955, the Radio - Electronics - Television Manufacturers Association announced.

Seventh Decrease in a Row

April TV receiver production figures mark the seventh consecutive month in which RETMA has reported a decrease in factory set output from the preceding month.

In April, 549,632 television receivers were manufactured, compared with 680,003 produced in March. April, 1955, production of television sets had totaled 583,174.

Cumulative production figures for the first four months of 1955 showed the production of 2,771,426 television receivers, RETMA reported. Television sets manufactured with UHF tuning facilities totaled 74,102 in April, while 2,150 TV receivers containing FM circuits were produced.

Realart Launches $10,000 Ad Campaign

CINCINNATI, June 7.—A $10,000 radio and tv promotional campaign was launched here today by Realart Pictures for four films that will open later this month.

The films being plugged include "Day the World Ended" and "Phantom from 10,000 Leagues," which will open on June 13 at the RKO Grand, the Columbus and, in Dayton, the RKO Colonial. The same combination will open on June 20 at the Twin Drive-in at Cincinnati. Nearly 40 theatres in southern Ohio and eastern Kentucky, as well as a small tip of Indiana, will play the films simultaneously.

'U' Officials

(*Continued from page* 1)

year contract dated July 15, 19 Daff's new contract is for five ye and replaces a current seven-y agreement dated Oct. 28, 19

Muhl's new contract also is five years and replaces a current fi year agreement dated Aug. 28, 19

Uphold FCC Policy

(*Continued from page* 1)

VHF applicants in Madison, Wis Evansville, Ind., and Corpus Chris Tex. The grants were challenged UHF stations in those areas. Th had argued that the FCC should h up VHF grants until it made a fi decision on the general question mixing VHF and UHF television s tions in any one area. When t FCC turned down their protests th went to court.

The court unanimously ruled th the FCC's procedures had been leg and that the UHF operators had sought to intervene until too la after the FCC had completed he ings on the VHF applications.

Whitney Cites

(*Continued from page* 1)

C. V. Whitney, head of the new p duction company which bears name.

Outlining his production pla Whitney said that the class "Grass," is being made in the n process. Only Technicolor is in position to handle the work at t time, as it holds exclusive rights the process. Whitney's first six p tures will utilize the new method.

Whitney will leave here for N York tomorrow.

RKO Starts Buildin Contract Roster

HOLLYWOOD, June 7.—A seri of tests with a view toward buildi a contract list of fresh personaliti will be initiated next week by RK with Lois O'Brien and Nicole Maur being the first to get the benefit extensive lensing in both black-an white and color, the studio a nounced.

Miss O'Brien has sung the lea in national companies of "Oklahoma and "Carousel" as well as in Broa way productions of "Best Foot Fo ward," "Wish You Were Here" an "Wonderful Town."

Mlle. Maurey, who recently w featured in RKO's "The Bold and t Brave," will be directed by John Fa row in a scene with Robert Rya from "Notorious."

Boost Kids' Prices

HARTFORD, June 7.—Two mo neighborhood theatres—the Hartfo Theatre Circuit's Lyric and Shulma Theatres' Rivoli—have joined the sul urban trend towards higher children prices. The two houses have boost youngster's admission from 25 to 3 cents.

VIEWS:

ıssacre

ert—20th-Fox

TITLE of this 20th Century-Fox se of a Lippert Pictures presenta- is somewhat deceiving. Dane k, James Craig, Marta Roth and ıel Torruco are headlined in the uction filmed in Ansco Color in ico.

oduced by Robert Lippert, Jr., Olallo Rubio, Jr., and directed by s King, "Massacre" concerns the es in Mexico's San Lorenco coun- between the Yaqui Indians and a band of Rurales which attempts eep the redskins in check and d war. Clark is cast as the cap- of the small Rurales group which s to halt a shipment of rifles and unition to the Indians.

he story concentrates on the its leading up to the massacre h, in itself, is short in duration not quite as bloody as the title ld imply. As the wife of the er who sold the guns to the in- s, Miss Roth is taken along on the ure by Clark and Craig, the latter eutenant second in command to k, who finds more time to ro- ce the girl than for his military es. Craig and Miss Roth run y together and search for her hus- l (Miguel Torruco) but instead find the Indians flogging two of henchmen. Subsequently, Clark the Rurales come upon the am- ition and dynamite it rather than w the Indians to use it against n in the fight. The closing se- nce has Clark, Craig, Torruco and s Roth being killed when the ui Indians massacre the group.

ning time, 76 minutes. General sification. For immediate release.

J. E.

dda the Uncivilized

A

BOX-OFFICE success of this DCA ase in Eastman Color, which tells somewhat futile attempt to civil- an Aborigine tribe girl in Australia omewhat doubtful. While it is a y that is said to be based on true nts that took place in parts of Aus- ia's Northern Territory, it is a bit the slow side.

roduced and directed by Charles uvel, the film has Betty Suttor, la Kunogh, Robert Tudewali and l Reynall in the lead roles. It gen- es mild moments of suspense en patrons wonder what the out- ne of this civilization process will

Miss Kunogh stars as Jedda, the origine girl, who is adopted by s Suttor and who is the object of elementary civilization process. a while it succeeds but then da, who is loved by a farmhand ynall), is more or less hypnotized Tudewali who enters the camp as tray native. Tudewali, as a full- oded Aborigine, kidnaps Jedda and s to the mountains where he seeks lter. He eventually takes the girl his native tribe but they refuse m so Tudewali again returns to the mountains. There, in the closing scene, Reynall meets Tudewali face to face and attempts to rescue Jedda from the madman. Unfortunately, Tudewali accidentally slips over the precipice and carries the girl to death with him.

Chauvel's attempt at showing the futility of reshaping the life of a tribal girl makes for fair entertainment.

Running time, 88 minutes. Adult classification. Release date not set.

J. E.

Says Audiences Want 'New Angles'

Lang Tells 'Common-Sense' Plan To Make Films Quicker, Cheaper

The use of simple, common-sense expedients enables him to reduce shooting time by several days and save money by the thousands of dollars, director Fritz Lang said at the RKO Radio home office yesterday. In the instance of "Beyond a Reasonable Doubt," said Lang, which he brought for Bert Friedlob and RKO, he saved seven days of shooting and probably $125,000.

Describing his plan, the director said he confers with the script writer as that worker completes his job, then at home blocks it out in rough and achieves a probable course of action. He also prevents the writer from including scenes technically unfeasible. He confers with actors at 8:45 in the morning, when they have on their final makeup. And he takes every advantage of pauses for lighting, for camera movement and placement.

Longs for Child Star

Lang has his own company, and is working on a "property." The story requires a child star. Hollywood, he insists, has none. This is a culmination of the exhibitor's insistence on star values (even while asking for new faces), and the bankers' conservatism, he declared.

Lang said he had been told by major executives in Hollywood that some of their biggest pictures are not making money, and they don't know why. "Unfortunately," he added, "we independents don't know in Hollywood which pictures are successful. The majors don't tell us. So we don't know and they don't know, what the audiences want.

'Everything's Been Told'

"I honestly think if you have some new angle, if you give an audience something different, they go for it. The pictures, some of them not too big, which draw, prove it. And it is not, as some are suggesting, that the same stories are being told over and over. Everything's been told."

Branson in Paris

PARIS, June 7.—Walter Branson, RKO's vice-president in charge of world-wide distribution, will arrive here tomorrow from Madrid on the final leg of his European tour of RKO sales offices. While in Madrid, Branson held conferences with Rene Baja, RKO's manager for Spain, and discussed plans for the forthcoming film, "The Peerless Knight," which RKO will shoot in Spain.

U.K. Showmen Starve In Midst of Plenty

From THE DAILY Bureau

LONDON, June 4 (By Air Mail).—Lord Beaverbrook's "Daily Express," seldom friendly to things cinematic, had a field day describing the champagne, lobster, salmon, chicken in aspic, ice cream and hangover powders provided delegates to the Cinematograph Exhibitors Association annual convention at Blackpool, Lancashire resort site.

The "Daily Express" seemed delighted to note that these are the same exhibitors who are threatened with economic extinction unless entertainment tax relief is voted and tv competition curbed.

Name DiGennaro IFE N.Y. Branch Mgr.

Sal DiGennaro has been named New York branch manager of the IFE Releasing Corp., it was announced by Manny Reiner, general sales manager. DiGennaro succeeds Phil Levine, who resigned.

DiGennaro was transferred to the New York office from the company's Washington exchange, where he handled sales for that territory. Formerly sales manager for Esperia Films, DiGennaro joined IFE in 1953 as sales representative for the Buffalo-Pittsburgh territories.

Phil Levine Joins Union Film as V-P

Phil Levine, formerly the New York metropolitan branch manager of IFE, has joined Union Film as vice-president in charge of national sales.

Union Film is the national distributing agency for Kingsley International Films, and for certain imports presented by Columbia Pictures.

Fox Now Shipping 'King and I' Trailer

Prints of a special, one-minute CinemaScope teaser trailer on Rodgers & Hammerstein's "The King and I" in CinemaScope 55, available free to exhibitors, are being shipped to 20th Century-Fox domestic exchanges.

Including brief but "spectacular" scenes, the pre-selling aid is keyed for cross-plugging as well as programming in theatres to show the musical drama as far ahead of playdates as possible. Exhibitors can obtain the trailer from Fox offices.

. . . NEWS ROUNDUP

Two Canada Dividends Set

Famous Players Canadian Corp., Ltd., Toronto, has declared a dividend of 37½ cents for quarter ending June 30, 1956 on the common, payable June 25 to shareholders of record June 1.

Marcus Loew's Theatres, Ltd., Toronto, has declared a regular quarterly dividend of $1 per share on the common, payable June 29 to shareholders of record June 8.

■

Hospital Unit Elects Kramer

Alex Kramer, member of the board of directors of the American Society of Composers, Authors and Publishers has been elected president of the Veterans' Hospital Radio Guild.

■

Portland Mayor Opens Guild

The New Guild Theatre was officially opened by Mayor L. Peterson of Portland, Ore., invited by managing director Marvin Foster and Nancy Welch, Guild manager. The theatre reopened with "Gaby."

■

Houston House to McHaffie

The Avalon Theatre, Houston, has been leased from O. K. Theatres by H. M. McHaffie. It will be operated as an "art" house. McHaffie comes from Charleston, W. Va., where he operated a theatre specializing in foreign and art films.

■

Travel Agencies Plug Film

Travel agencies in Houston earmarked display material in connection with the Southwestern premiere here of M-G-M's "Bhowani Junction."

■

Trade-Show 'Moby' June 25

John Huston's Moulin production of "Moby Dick," in color by Technicolor, starring Gregory Peck, for Warner Brothers presentation, will be nationally trade screened Monday, June 25th.

EDGEWATER APARTMENTS

Modern Housekeeping Apartments for rental on Shinnecock Bay—Rampasture Road, Hampton Bays, Long Island.

Luxurious, furnished units for "out of this world" living.

Free docking facilities on premises. Maid service. Ample parking. Excellent boating. Bay and Ocean swimming.

Telephone HAmpton Bays 2-1020

Walsh Urges

(*Continued from page* 1)

production by the native companies.

Walsh said the subject had been discussed at the NATKE convention, including production in England by U. S. companies and the problems this creates for IATSE. He indicated that he feels much of such production is justifiable and that he knows of nothing that can be done about it.

He reported the discussions were amicable but that nothing concrete resulted. Further talks will be held in the future.

Calls Medium International

Walsh pointed out that the industry is an international one and that it is unreasonable to try to tell a producer where his films should be made. Some films require foreign locales to add to their values, he reminded, and if an ultimatum were to be issued to producers against making films in certain countries, those countries would retaliate against American films and companies.

The same problem exists when films are made in one part of the United States instead of another, he said.

Acquires French Film

Jack Ellis, president of Ellis Films, has acquired, in association with George Chasanas, the French comedy, "Fruits of Summer," starring Edwige Feuillere, Henri Guisol, and Etchika Choureau.

Foreign Language Barrier Seen Broken

(*Continued from page* 1)

lywood habit are utilizing product from other countries and in foreign tongues. The reasons for this slow revolution are not diverse or complex. It is a case of simple economics and, according to many of the distributors, television.

Without intending to disparage the latter medium, it is generally agreed that much of what is shown on television today, be it live or film, is considerably akin to much of what is shown on the big theatre screens today. As William Shelton, vice-president of Times Film Corp., said, "People don't want to see run-of-the-mill entertainment because of it (television). Therefore these specialized films are being more and more utilized."

Davis Wants 'Offbeat' Films

Richard Davis, president of United Motion Picture Organization (UMPO), which is distributing the successful "Diabolique," believes that because of television, the public wants something exceptional in a theatre—something offbeat.

As a matter of fact, the public's willingness to accept the offbeat product today, whereas it was less than kindly towards it years ago, has been helped considerably by Hollywood itself. The film capital, realizing it had to do something to offset the post-war lull, began to make many films that would have been *verboten* in other years. "A Streetcar Named Desire," "Gentleman's Agreement," "Come Back, Little Sheba" and more recently "Marty" and "The Rose Tattoo" have proved that picture audiences will attend, and in droves, those films that do not fall into a pattern.

Foreign Product Seen a Necessity

The economics of the industry—that is, fewer and costlier pictures which has resulted in the exhibitors' cry of product shortage—is also forcing the exhibitor to book foreign films. British films, of course, should be even more acceptable, but here, too, there have been complaints of a language barrier. This, too, is breaking down slowly and with the fairly successful arrival of dubbed films a few years ago and the birth of interest in foreign films currently, there appears to be a welcome and necessary relief to that old devil, product shortage.

Davis, who perhaps should be the most enthusiastic of the distributors, tempers his joy by saying the subject matter of any film should be "simple and universal." That is why American pictures, he believes, do so well in Europe, because their stories are so international in theme.

Sophistication Popular

Two other theories advanced for the rejuvenation of the foreign film are generally bad business at the box office and the increased sophistication of the public. While neither of these are believed to be as important or as basic as the others, there is a certain degree of validity to them.

The former is a moot point as many exhibitors are not suffering from such a plague, but where it is in evidence, the booking of foreign films has, surprisingly, been helpful. Audience sophistication undoubtedly has increased over the years, due, perhaps, to the increase in the maturity of Hollywood films and also to the increased educational advantages offered to so many of the young people today. And they, after all, are vitally important, now and tomorrow, to the industry. But as one distributor said, "The only sophistication needed is the ability to read English titles."

Harrison Lauds Quality

Edward Harrison, who has distributed such acclaimed films as "Gate of Hell" and "Umberto D," summed it up succinctly when he said that general theatres look out for pictures that make money. And exhibitors agree with that, "even if the dialogue is in Sanskrit."

An exceptionally positive result of this new-found fertility of the foreign and/or offbeat film is the eminence of the art theatre. All the distributors agree (and who should know better) that these theatres are growing numerically all the time. Some of the reasons advanced are that the fare they provide cannot be gotten on television and the basic overhead is lower.

An interesting sidelight is the possible emergence of the major distributors as outlets for foreign film. Edward Kingsley, who heads Kingsley International Pictures, is also in charge of Columbia's new specialized film department, whose first release is the German picture, "The Last Ten Days." He describes it as an exploratory project, but if it proves to be successful more doors will be open than ever before. There have been isolated cases before, including RKO's release of the Japanese film "Rashomon," and, of course, the many British films, but this appears to be the first concerted effort on the part of a major.

Four Examples Cited

Among the films that have had more than average success (and, for foreign films, unprecedented success) are "Anna," which, with its dubbed version, has had approximately 6,000 dates, according to its distributor IFE; "Paisan," which played many circuits; "Gate of Hell," and now of course "Diabolique," whose business has proved phenomenal.

Soon to be released by the various companies are films whose names may not be familiar now but which may prove to be as good crowd-pleasers as their predecessors, according to the current trend. They include Columbia's "Seven Samurai" and "The Doctors"; Kingsley's "We Are All Murderers"; IFE's "The Con Men" and "Lost Continent"; Times' "Nana" and "Royal Affairs in Versailles"; Continental's "The Snow Was Black" and UMPO's "The Light Across the Street" and Rene Clair's "Les Grandes Manoeuvres."

Sees All Theatres Gainers

All this should be good news for exhibitors in art or general theatres and if only a few prove to be successful, their shouts of "magnifique," "bravo," "ole" and "vunder bar" should help keep breaking down the once formidable language barrier, the "Herald" concluded.

$15,500 Reported for 'Trapeze' 2nd Day

In the second day of its New York premiere engagement at the Capitol Theatre, Hecht and Lancaster's "Trapeze" topped the first-day return with a gross of $15,500, it was announced by United Artists. The receipts for both the first and second days were said to be the highest ever rolled up by a UA release at the Capitol.

"Trapeze" also turned in a precedent-setting first week of $36,700 at the Fox Wilshire Theatre in Los Angeles, the biggest total ever compiled by a UA release on the West Coast, the company reported.



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Motion Picture Daily Feature Reviews

he Black Sleep

Bel-Air—United Artists

XCELLENT DIRECTION, an articulate, absorbing screenplay and impres-ve portrayals by Basil Rathbone, Akim Tamiroff and Herbert Rudley ke this chiller-diller out of the purely horror class as a welcome offer-g for preferred playing time.

John C. Higgins' screenplay dwells on a close examination of the ain and its governing powers of the human body, through the shady perimentations practiced by a prominent surgeon in England in the 370's. Basil Rathbone, as the surgeon, conducts his experiments in underhand manner, at the expense of many lives whom he is able secure as subjects through the aid of a special drug which he calls e "Black Sleep."

With the aid of a gypsy tattoo artist, Akim Tamiroff, Rathbone saves erbert Rudley from the gallows for a crime which he himself had asterminded. Rudley, also a surgeon, now beholden to Rathbone, ds him in the brain surgery experiments, until he discovers the de-ption on himself as part of Rathbone's selfish plan to find a method removing a deep-seated brain tumor, which has kept his beautiful ife in a coma for many months.

In a fitting climax, Rathbone's maimed and disfigured victims escape om a secret dungeon in his huge castle and find revenge on their aptors.

Among others who figure prominently in the cast are Lon Chaney, ohn Carradine, and Bela Lugosi. Pretty Patricia Blake registers fa-orably as the female interest, ending up with Rudley, who saves her om becoming another of Rathbone's victims.

Reginald Le Borg's direction pays off with sincerity of performances nd intriguing situations. Les Baxter's music also favors the film with a uitable mood-provoking background; while Gordon Avil's low key amera work adds a classic and attractive quality to the Howard Koch roduction.

Aubrey Schenck is the executive producer.

unning time, 83 minutes. General classification. For release in June.

SAMUEL D. BERNS

hadow of Fear

Roxbury—United Artists

VITH MONA FREEMAN, Jean Kent and Maxwell Reed in the top roles, Shadow of Fear" is a good suspense drama with mounting tension as ne story progresses. Special honors should go to Miss Kent who, as ne menace, gives a standout performance. And Miss Freeman and Reed are excellent, too.

Produced by Charles Leeds and directed by Al Rogell from an adapta-on of a novel by Hal Debrett, the story tells of Miss Freeman's sus-icions that her parents did not meet deaths that appeared to have een normal to the police. Miss Freeman returns to her English home own from an American college after the death of her father. Friction evelops between her and her step-mother, Miss Kent, and Miss Freeman onfides her suspicions to Reed, a former school sweetheart. At first, e does not believe her story. As she continues her own sleuthing, she uns up against a stone wall at every turn. To the viewer, the step-nother appears to be completely innocent and her explanations appear o be logical.

However, Reed becomes convinced of the situation when he learns hat Miss Freeman is to inherit her father's estate if she is still alive on er 21st birthday, a mere three weeks ahead. And so, bit by bit the vidence piles up until Miss Kent tries to kill her step-daughter in a hoppy sea. Miss Kent, at the conclusion, is exposed as the killer.

"Shadow of Fear" is exciting entertainment and shapes up for good ox-office potentials.

Running time, 76 minutes. General classification. For June release.

JACK EDEN

Navy Wife

Wanger—Allied Artists

"NAVY WIFE" is a new and somewhat more negotiable title for the picture produced by Walter Wanger under the title, "Mother, Sir," of the book by Tats Blain which had a vogue in the era when books by people in or near or related to the events and scenes and meanings of World War II were generally popular. Blain's book was about her experiences in Sasebo, Japan, in 1946, when she went there to join her husband, Commander Blain, whose assignment it was to draft a code of laws for the local mayor. The book represented the experiences as amusing, illuminating in some ways, contrastive as concerns the differences between Japanese and American customs and standards, and without momentous significance. Wanger's picture undertakes to do with film what Mrs. Blain did with paper and ink, and this was not an easy task. In the first place, time itself, with its swift changes of conditions and attitudes, was against him. To recapture the mood and atmosphere of 1946 Japan was perhaps beyond the power of even the Wanger wizardry. Whatever the case, the picture measures deplorably short of the Wanger standard.

Joan Bennett portrays Mrs. Blain, and Gary Merrill is seen as her husband, with Shirley Yamaguchi, already familiar to American picture goers, heading up the Japanese side of the cast. Judy Nugent plays Debby Blain, aged 12, Maurice Manson is imposing as a Navy captain and Carol Veazie is more so as his wife.

Kay Lenard's screenplay takes Mrs. Blain and her daughter quickly to Sasebo, which has seen no American women for four years, and installs the Blain family in a dwelling oversupplied with Japanese servants. Mrs. Blain's attempts to teach the servants how to use modern household utilities, and the Japanese wives of the city how to convert their husbands to American standards of family life, provide the comedy which is the film's principal content. Her success in both departments is limited. Direction is by Edward L. Bernds.

Running time 83 minutes. General classification. For immediate release.

WILLIAM R. WEAVER

Ghost Town

Schenck-Koch—United Artists

THE ASTUTE and show-wise team of Aubrey Schenck and Howard W. Koch gave "Ghost Town" some of the meticulous attention that reflected so well in previous offerings. This treatment elevates the otherwise hum-drum western to a notch or two above standard entertainment.

Admittedly, 75 minutes are not particularly lengthy for feature-side billing, but in what there is of it, "Ghost Town" has much to command attention. The main business at hand is to get action going, keep it going until the windup sequence, and that's what this Schenck-Koch opus does, and right well at that.

Prospectors John Smith and William "Bill" Phillips meet a stage, containing Gilman W. Rankin, John Doucette, Kent Taylor and Marian Carr (Phillips' fiance), at a way station, and learn that Indian raiders had attacked said vehicle. Enroute to the next station, the party meets Sgt. Joel Ashley, and latter's young son, and learns that this location, too, has been wiped out by the rampaging Indians.

Still in hot pursuit of a safe spot, the group rides on to another town. Indians attack, killing stage driver Doucette and latter's guard. Into this setting come an elderly Indian chief, cast out by his tribe as a traitor because of his basic desire to make peace with the white men, and his adopted daughter, Serena Sande. Smith protects the newcomers from his vengeance-minded colleagues.

It doesn't take long from this point to find that someone in the party's been selling contraband guns to the Indians (it turns out to be, surprisingly enough, Kent Taylor). Ashley, it developes, was escaping from a court-martial, and he resolves to face up to the charges like a true trooper. Allen Miner's direction is about par for this type of attraction.

Running time, 76 minutes. General classification.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 112 NEW YORK, U. S. A., MONDAY, JUNE 11, 1956 TEN CENTS

'Decree Is Being Properly Enforced': Justice Dep't.

Tells SSBC Many Distribution Practices Complained of by Exhibitors Are Proper; Cites Gains Decree Gave Independents

By J. A. OTTEN

WASHINGTON, June 10.—The Justice Department told the Senate Small Business committee that the Paramount case consent decrees have successfully created "equality of opportunity" for independent exhibitors and for all distributors.

In a 25-page letter to the subcommittee studying industry trade practices, the Department defended vigorously its record of enforcing the Paramount case decrees, and in so doing defended against exhibitor charges many current policies of the distributors and divorced circuits. For example, it defended special handling of top pictures, the licensing of specific films in specific instances, and recent theatre acquisitions by divorced circuits.

Like distributor officials who testified before the subcommittee, the Department placed much of the blame for current exhibitor difficulties on competition from television and drive-ins.

The Department pledged itself to do all it could to help the independent exhibitor, but warned that many distributor policies come within

(*Continued on page* 11)

Name Stodter SMPTE Secy.

The appointment of Charles S. Stodter, a senior research investigator with the Institute for Cooperative research at the University of Pennsylvania, as executive secretary of the Society of Motion Picture and Television Engineers, to succeed Boyce Nemec was announced yesterday by the organization.



Charles Stodter

Stodter will assume his duties at the New York offices of SMPTE early next month. Meanwhile, Nemec, who tendered his resignation last April, will leave Friday to open a management consulting service in New York.

Prior to joining the institute, the new executive secretary served in the Army for some 30 years, rising to the rank of colonel and serving as deputy chief of the Army's Pictorial

(*Continued on page* 4)

Japanese Status Told By Irving Maas

American producer-distributors are submitting their product to a Japanese agency, a Youth Committee, for classification into two categories—adults only or for all ages, Irving A. Maas, vice-president of the Motion Picture Export Association, disclosed here at the weekend upon his return from a three-and-a-half month tour of the Far East.

Maas, hesitant to discuss his accomplishments during his trip, said that he will report to the board of directors of the MPEA at its regular meeting this week.

The MPEA officer, in discussing the Japanese area in regard to regulation of motion pictures, said that MPEA member companies are submitting their product—"any and all

(*Continued on page* 4)

ommittee Reports
d.-Pub. Chiefs or Talks With Exhibitors

eceptive to N.J. Allied all for Conference

By LESTER DINOFF

The advertising and publicity executives in distribution, as members the Advertising and Publicity Directors Committee of the Motion Picre Association of America or as presentatives of their individual mpanies, will meet with exhibitors d their promotion executives at any me to discuss any proposals which ill help revitalize the box office.

Cognizant of the call by Allied heatre Owners of New Jersey for industry conference "to discuss

(*Continued on page* 6)

o Draft Excise Tax ill Based on Report

From THE DAILY Bureau

WASHINGTON, June 10. — The ouse Ways and Means Committee s now completed its first round of ting on the report of its excise tax bcommittee.

The committee on Friday turned e entire matter over to its staff, to aft into a bill the decisions the mmittee has tentatively made so r. Chairman Cooper (D., Tenn.) id he hoped the staff would have

(*Continued on page* 4)

ank Closes for Seven ara. London Theatres

From THE DAILY Bureau

ONDON, June 10. — Closing of the al for purchase of seven theatres re from Paramount Pictures by the Arthur Rank Organization for $5,-0,000 was announced on Friday by hn Davis, Rank's managing director. l of the theatres are under long rm lease to the Rank Organization. Rank agreed to purchase Paraount's interests, as opposed to leasg, and the purchase price will be id over a period of years, it was ated.

30-Day Extension of Cantor's Rep. Option

From THE DAILY Bureau

HOLLYWOOD, June 10. — Cantor, Fitzgerald & Company's 60-day option to buy the operating control of Republic Pictures from Herbert J. Yates and his associates has been extended to Sept. 4, it was announced by the banking investment group.

The 30-day extension to the option agreement was attributed to the complexity of Republic's books and records. The announcement, which also revealed that George V. Delson, New York tax analyst, is making a study of Republic's tax situation, confirmed a Motion Picture Daily report of late last week.

Television Today

IN THIS ISSUE **PAGE 7**

- **From Hollywood a report that the National Audience Board has endorsed a set of standards for evaluating radio and TV programs — And in New York, Mel Gold blasts the NARTB on the handling of its Code.**
- **Passing in Review—The week's highlights in shows.**
- **Report on television in Great Britain.**

PERSONAL MENTION

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, returned to New York from Europe over the weekend.

•

SAMUEL J. FRIEDMAN, press representative for Cecil B. DeMille's production of "The Ten Commandments," has returned to New York from the Midwest.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, returned to New York at the weekend following a tour of company branches.

•

PRINCE LITTLER, managing director of the Moss Empire Theatres of Great Britain, arrived in New York yesterday from London via B.O.A.C.

•

HARRY FELLERMAN, head of Universal Pictures' special sales division, will leave here today for Boston and Albany.

•

LEW KERNER, president of Lew Kerner Productions, has arrived in New York from the Coast.

•

BUFORD STYLES, Universal Pictures branch manager in Jacksonville, has returned there from Atlanta.

•

MARVIN SCOTT, of Associated British-Pathe, Ltd., arrived here yesterday from London via B.O.A.C.

'Trapeze' TV Drive Set on 250 Stations

A television campaign covering 250 stations in key exchange cities, and estimated to cost $100,000, will publicize regional engagements of Hecht and Lancaster's "Trapeze" during the next 30 days, it has been announced by United Artists.

The full force of the TV campaign will be brought into play later this month to back the nearly 400 saturation Fourth of July holiday week openings of the film.

O'Neil to Head Unit Of Charity Campaign

Thomas F. O'Neil, chairman of the board and president of RKO-Teleradio Pictures, and chairman of the board of Mutual Broadcasting System, has been appointed radio-television-films chairman of the United Community Campaigns of America, said to be the world's largest fund-raising effort for voluntary health and welfare agencies.

Elect Franklin Head Of New Mexico T.O.

Special to THE DAILY

ALBUQUERQUE, N. M., June 10.—Lloyd Franklin, as president, headed the slate of officers elected here at the annual three-day meeting of the New Mexico Theatre Association.

Franklin, who served as vice-president last year, succeeds Mason C. Greer as president. Others named to office were secretary-treasurer, Elmo Courtney; chairman of the board, Greer, and directors, Ed Tidwell, Courtney, Franklin, Greer, Louis Gasperin, Tom Murphy, M. O. Rudick, Mrs. S. E. Allen, Jack Brandenberg, Russell Allen and Russell Hardwicke.

Favors One National Organization

The association also went on record as favoring one national organization and for the amending of the consent decree to eliminate competitive bidding and adding franchises, with the sale of all quality product on a sliding scale.

Skouras Not to Talk On Subscription TV

With the closing of the file of hearings on toll-tv, a spokesman for the Committee Against Toll-TV disclosed over the weekend that no further testimony, including that of Spyros S. Skouras, president of 20th Century-Fox, is expected to be given until the fall.

The spokesman related that hearings may be reopened if the Federal Communications Commission fails to make a decision in the matter by the fall, but that no meetings are planned during the forthcoming summer months.

Skouras was originally scheduled to testify on the issue during the late stages of the hearings, but the case was closed before the film executive had an opportunity to present his views. As the committee member declared Friday, "The case is in the hands of the FCC."

Tri-Theatre Premiere Of 'Moby' June 27

The State, Empire and New Bedford Theatres at New Bedford, Mass., the home port of the whaling ship "Pequod" in Herman Melville's "Moby Dick," will be the scenes of the world premiere of the Warner Bros. film of the same title scheduled for June 27.

Pre-premiere festivities are currently in progress, with the former whaling village conducting a beard-growing contest, the largest beard most closely resembling the one worn by Gregory Peck, as Captain Ahab, receiving the top prize from the film company.

MPIC Commends Actor For Defending Films

From THE DAILY Bureau

HOLLYWOOD, June 10.—The Motion Picture Industry Council has voted a resolution commending actor Victor Mature "for defending Hollywood and its film folk from irresponsible attacks launched against the industry by crusading evangelists in Memphis last week."

Rank Equipment Co. Net Continues High

By WILLIAM PAY

LONDON, June 10.—J. Arthur Rank's Precision Industries, Ltd., reports net profit of £515,342 ($1,442,957) for the year ended Dec. 31 last. The result is only slightly lower than that for the company's record year of 1954. The company's 15 per cent dividend is being maintained.

Trading profits in 1955 amounted to £1,377,548 ($3,857,134), compared to £1,399,284 ($3,917,995) in 1954.

Export Sales Rise

In a statement to stockholders, Rank, who is chairman of the company, said that "trading results for 1955 again reflect a large volume of cinema equipment orders, with export sales showing an expansion over 1954 of five per cent, and representing 26 per cent of total sales."

Cartoonists to Meet On New 1A Contract

The membership of the Screen Cartoonists, IATSE, will meet on Wednesday evening to ratify a new two-year contract with the commercial studios here, which provides for a raise in minimums, plus other general increases.

The new contract, recommended by the executive board of the union, is highlighted by a clause which calls for a five per cent increase in present salaries.

New minimums are: head animator, $190; animator, story, layout, $162; apprentice animator, $126; assistant animator, $100; inbetweener, $85; background, $145; assistant background, $110; checker, $100; inker, $75; opaquer, $65, and camera, $133.

Vogel Memphis Post Goes to Westermann

MEMPHIS, June 10.—Robert Westermann of Richmond, Va., has been named manager of Loew's Palace Theatre there, succeeding Col. Cecil Vogel, who resigned because of ill health. Westermann has been with Loew's in Richmond for 10 years.

$26,000,000 Increase

$113,000,00 USIA Budge Is Approve

From THE DAILY Bureau

WASHINGTON, June 10.—Ho Senate Appropriations conferees h agreed to give the U. S. Informa Agency $113,000,000 for its op tions in the year starting July This would be $22,000,000 less t the agency sought but $26,000, above this year's appropriation. House had previously voted $1 000,000, and the Senate $115,000, and $113,000,00 figure was a com mise.

Under the conference bill, the tion Picture Branch would proba get somewhat under $7,000,000 its operations during the con year, compared with slightly u $4,500,000 this year.

Both House and Senate had jected the administration's plan show Cinerama on a de-mothba aircraft carrier, and so naturally plan is rejected in the final bill.

MGM Names Zelnic To Germany Post

The appointment of Gustave nick as theatre supervisor of M-G in Germany has been disclosed Morton A. Spring, first vice-presid of Loew's International Corp.

Overseeing the operation M-G-M's Waterloo Theatre in H burg as well as other houses w are being built or purchased in program of extending the chain Metro theatres in Germany, Zel will serve as assistant to Myron K lin, general manager, at M-G- Frankfort headquarters. The theatre official has been with M-G for 13 years, his last position be that of manager of the Metro The at Cairo, Egypt, and theatre su visor of that territory.

George Thomas, former manage the Metro Theatre at Alexandria, s ceeds Zelnick as Egypt theatre su visor.

Self Regulation Un Furthers Its Study

The self-regulation committee the Motion Picture Association America held a luncheon meet here at the weekend to further disc and study phases of the indust self-regulation program.

The committee was reported having discussed the progress m thus far in its study and has se meeting for late this week.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CI 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

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THRU UA

Sees Europe Crisis

Ideas, Quality Industry Need: DeLaurentiis

By FLOYD STONE

There is a crisis in Europe, especially in Italy, as well as the United States, and it needs ideas plus quality to overcome it, Italian producer Dino DeLaurentiis told trade press writers at a Paramount home office interview on Friday.

The producer, along with Carlo Ponti, of "War and Peace," said the main affliction seemed to be indecision. He said in Europe, as here, all sorts of "explanations" are given for attendance decline.

"I feel it's merely a lack of new ideas," he said.

Says Answer Here Is 'Gimmicks'

He added that in this country the producers' answer to television had been "gimmicks," of which he admitted VistaVision was one. "These were effective for a while but entertainment values weren't sustained. They have got to think about developing a new kind of entertainment."

In Europe the crisis is graver because television arrived later and the "gimmicks" already have been exploited, he said.

Make pictures of quality, avoid quantity, tell the public why the picture was made, and what it means, the Italian producer urged. And to the exhibitors who say they need more pictures, tell them:

Sees Value in Length

"A good picture should run five times as long as a poor one."

He added he din't know specifically about the new Italian producers' pool, but he did feel his country has too many unqualified producers.

"I say an organization like the Motion Picture Association should be set up only for picture makers who know how. I say, also, some persons should go back to the trades they were in before they decided to become producers."

About reported denial by Dr. Goffredo Lombardo, Italian producers' leader, that the industry there is in a crisis, DeLaurentiis retorted:

"Facts are facts."

He 'Thanks' Mike Todd

About Mike Todd's reported remarks to the effect that the current "War and Peace" is a trailer for the next "War and Peace," DeLaurentiis commented:

"I thank him for marvelous publicity. He's done a great job for us."

He added he isn't interested in selling his version to the Soviets. He has had offers. His producing partnership with Ponti ends now.

Audrey Hepburn, he said, concluding the interview, was born to be Natasha. "Did she not exist, I would have been forced to invent her."



M. P. Daily Photo

THE POINT IS . . . Dino DeLaurentiis explains what he means, and Italian sales representative Ralph Serpe, left, interprets it to trade and news writers at the Paramount home office interview Friday.

Japan Status

(*Continued from page* 1)

films which they handle"—to a "youth group" which classifies the product. "The Japanese producers and other importers of foreign product do this strictly on a voluntary basis," Maas said. He pointed out that, according to the Japanese Constitution, censorship in any form is prohibited.

Welcomes U.S. Cooperation

Commenting on the Japanese Production Code Administration, EIREN, Maas said that the industry there has "a strong desire for the U. S. companies to take an active part in EIREN." He said that the MPEA member companies feel that their own mode of self-regulation is sufficient for the Japanese market and that further talks concerning this "desire" will be taking place in New York and in Tokyo.

Maas said that the most severe censorship in the Far East is in India. He said that he and Eric Johnston, MPEA president, had conferred with representatives of the Indian government concerning this censorship edict.

Wider Distribution For 'Citizen Kane'

Because of the business of "Citizen Kane" since it went into limited art house re-release in March, RKO will give the Orson Welles production wider circulation but still carefully-selected bookings, it has been announced by Walter Branson, RKO's vice president.

In situations where "drawing power, location or policy" are conducive to a profitable engagement of "Citizen Kane," theatres other than art houses will be considered, the sales executive explained.

After its initial engagement of nine weeks at the 55th Street Playhouse in New York, Branson pointed out, "Citizen Kane" ran for three weeks at Chicago's Surf Theatre, the first re-release ever booked there.

To Draft Tax Bill

(*Continued from page* 1)

a bill ready for the committee to start going over again by the end of this week or early next week.

Cooper had previously ruled that any attempts to bring up admission tax relief would be out of order in connection with consideration of the subcommittee report. Members hope to bring the matter up at the proper time when the committee is going over a specific bill.

Meanwhile, Rep. Sadlak (R., Conn.) put in the Congressional Record an editorial from the New York "Journal American" urging repeal of the admissions tax. Sadlak is a member of the Ways and Means Committee.

Name Stodter

(*Continued from page* 1)

Service in Washington from 1943-45. Before that, he was commanding officer of the Pictorial Center at Long Island City, N. Y. He holds a Bachelor of Science and Master of Science degrees in electrical engineering from Massachusetts Institute of Technology.

Starlets Start Today On 'Saleslady' Tour

A trans-continental tour by four RKO Radio starlets will start today in San Francisco as a feature of the exploitation campaign for "The First Traveling Saleslady," the company's initial production under the aegis of the new RKO management.

The 17 cities, in addition to San Francisco, to be visited include Kansas City, St. Louis, Dallas, New Orleans, Cincinnati, Chicago, Milwaukee, Minneapolis, Detroit, Cleveland, Pittsburgh, Atlanta, Washington, Philadelphia and New York.

Local tieups in each city will be made with department stores and the Jantzen Co., maker of swim suits.

PEOPLE

Felix Jackson has moved into New York offices at Figaro, Inc., independent producing company which he will produce "Good C Charley Faye," to be released United Artists. Jackson's assista **Fay West**, has also made the m from CBS to Figaro, Inc.

¤

Buddy Hackett of Leonia, N. has been elected to membership the American Society of Compose Authors and Publishers.

¤

Jerome Kates has been added the sales staff for George Blake E terprises, produces of TV commerc and industrial films.

¤

Jack A. Simons, manager of Stanley Warner Rialto and Pala Theatres, Norwalk, Conn., has left join a novelty firm in New York.

¤

Curley Burns, booker for Colu bia Pictures' Atlanta branch, has be appointed a sales representative the

¤

Norman Levinson has been a pointed M-G-M press representati for Florida and Georgia with hea quarters in Atlanta. He replaces Ja **Wiener.**

¤

Norman Siegel has been nam West Coast editor of "Photoplay." I replaces **Mrs. Sylvia Wallace.**

¤

Mel Siegel, resident manager Perakos Theatre Associates Southin ton Drive-In, Southington, Conn., h resigned to go into another industr

4 Pictures Start; 7 Finish; 32 in Work

HOLLYWOOD, June 4.—Four ne pictures started last week and sev others reached the completion stag for a total of 32 pictures now befo the cameras.

Started were: "Anastasia," Cinem Scope, De Luxe Color (20th Centur Fox); "Twelve Angry Men," Orio Nova Prods.; "Spring Reunion Bryna Prods., and "Drango," Earlm Prods. (United Artists).

Completed were: "The She-Cre ture," Golden State Prod. (Americ International); "Tea and Sympath (Metro-Goldwyn-Mayer); "The Vi lent People," VistaVision, Technicol (Paramount); "Public Pigeon Nur ber One," Eastman Color (RK Radio); "One in a Million," Cinem Scope, De Luxe Color, and "Bu Stop," CinemaScope, De Luxe Col (20th Century-Fox); "Fort Laramie Bel-Air Prod. (United Artists).

Francis is SCARED ...and Funnier than Ever!

Now Mickey's a side-kick of that Famous Talking Mule ...and they're both too scared to spook!

Universal-International presents

Francis IN THE Haunted House

When they get caught in a creepy castle—it's every ghost for himself!

Starring

MICKEY ROONEY

with VIRGINIA WELLES • PAUL CAVANAGH • DAVID JANSSEN and **Francis** The Talking Mule

Directed by CHARLES LAMONT Story and Screenplay by HERBERT MARGOLIS and WILLIAM RAYNOR Based on the character "FRANCIS" created by DAVID STERN Produced by ROBERT ARTHUR

Universal-International

ON THE WAY... Away All Boats The battle cry of the South Pacific!

Advertising Heads for Talks With Exhibitors

(*Continued from page* 1)

what is wrong on both sides in advertising campaigns and to develop new plans, new ideas and new methods of stimulating interests in movies and in theatres," the advertising and publicity executives reported here that such a meeting "would be good for all concerned if tangible proposals are discussed."

Replies Called Favorable

ATONJ reported here at the weekend that the replies to president Sidney Stern's letter to distribution's sales chiefs were "favorable" and that some have already advised the exhibition unit of their endorsements. It was pointed out that inasmuch as all of distribution has not replied to Stern's letter, no date for the meeting has been set.

The advertising and publicity officials pointed out that they are interested in hearing viewpoints from exhibition on ways to improve advertising and merchandising. The Advertising and Publicity Directors committee thus far in its metings to formulate a program of boosting the falling box office, has not talked to any theatre people. The committee has kicked about a number of proposals presented by its members and appointed five sub-committees to report on proposals. At their meeting here late on Thursday, three subcommittee reports were presented to the MPAA group, two of which were completed and one left unfinished. Another report was tabled for action at some future date.

Reports by Lazarus and Bush

Paul Lazarus of Columbia Pictures discussed a proposal which dealt with research and survey and Rodney Bush of 20th Century-Fox reported on the Hollywood press symposium proposal under which critics and newspaper film editors would go to the studios and study production; the report by Phil Gerard, Universal publicity manager, on field tours by the company presidents and advertising-publicity directors was deferred.

Considerable interest was expressed in the press boys' junket at the Thursday meeting. Under the plan, exhibition would pay their fares out to the studios and distribution would pay their expenses while there.

Suggestion Will Be Considered

One ad-pub committee representative pointed out that at a meeting with exhibition, this would be one of the proposals which would be offered for study.

The MPAA advertising-publicity group, meanwhile, has asked for details from the Detroit Metropolitan Committee, Inc., of its promotion plan, "Take Her Out At Least One Night A Week," which helped boost the Detroit box office. The committee was comprised of 130 theatres and drive-ins.



It's "red carpet" service on the world's fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 10 a.m. or 12 noon.

Contact nearest United Air Lines ticket office or an authorized travel agent.

Skouras Enthuses Ad-Pub Committee

Representatives of the advertising an publicity directors committee of t Motion Picture Association of Ame ica, who met with Spyros P. Skoura president of 20th Century-Fox, at breakfast on Friday, were enthus by the company president's intere and understanding in their activiti according to the members of the co mittee.

The meeting with Skouras was a general nature, it was said, at whi the 20th-Fox president presented l viewpoint and comments on so merchandising proposals. The adv tising-publicity directors also d cussed with Skouras a number of th projects, dealing with ways and mea to boost the box office, it was r ported.

REVIEW:

Wetbacks

Banner Pictures

AN EXPOSE of the slave labor rack among "wetbacks," Mexicans broug illegally into the U. S. because th can be employed cheaply, provid the story for this Banner relea which is largely marketable becau of the good performance by Llo Bridges and for the Eastman Co photography.

Bridges, who plays the owner a fishing craft, and Barton MacLa in reality an officer of the law, dom nate the action. MacLane poses as sportsman and hires the boat own by Bidges and eventually maneuv the craft to the Mexican bord where he hopes the boss of the "w back" racket will approach Bridg for the use of the boat. Also pr ent on the trip is Nancy Gates, who father was killed because of one the wetback expeditions.

MacLane's plan works and Bridg agrees to make one run for the rack boss. However, murder results wh the boss, John Hoyt, forces Bridg to make more than one run for t wetbacks.

The finale sees the entire ga wrapped up behind jail bars, the e oneration of Bridges on the murd count, and the boy gets the girl.

While the film runs rather lo the climax is exciting. Except for t performance of Bridges, the p trayals are average. Hank McCu produced and directed, and Pe LaRoche wrote the screenplay. Byr Roberts was associate producer. Running time, 89 minutes. Gene classification. For immediate relea

'Duel,' Once Banned In Memphis, Opens

MEMPHIS, June 10.—"Duel in t Sun," banned by censors in Memp in 1947, has opened at the Mal Memphis censors, now made up of temporary board of three, instead the old board of five, offered no o jections when it opened.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

ords of Gold

ome of the reasons why there y well may be two different es for broadcasting practices in one industry of television are ner strongly articulated by Mel d in the National Television n Council newsletter dated May Mr. Gold, president of the pro- ing-packaging firm that bears name, as well as honorary life- e president of the NTFC, re- s some of the long-standing ill ing which has existed between TV film people and the tional Association of Radio and evision Broadcasters, even be- e the NARTB's recent invita- n to the film people to partici- e in the NARTB code. The FC official remembers that his empts to get the NARTB to k the NTFC standard exhibi- n contract were totally ignored l reports that his recent answer the NARTB in respect to the le matter also was totally ig- ed. The Council, he says, "would happy to collaborate with the RTB in stimulating the organ- l support of producers, distrib- rs, advertising agencies and TV tions for the NARTB code, if FC members were permitted a ce in the construction and han- ng of the code." Mr. Gold calls NARTB indifference "single- pose glory-snatching."

eanwhile, the NARTB . .

At the conclusion of the meeting its TV Code Review Board in shington last week, the NARTB nounced that "several" TV sta- ns are being advised that their le memberships are in jeopardy cause of certain operation poli- s inconsistent with the indus- 's self-regulatory document." e stations, not named, are asked change their ways or to get out. ner suspects are being scrutin- d. The Board also recommended admission of TV film producers l distributors as "affiliate sub- ibers" to the Code.

panding, Expanding

The purchase last week by ild Films of Stations WMBV l WMBV-TV, Green Bay-Mari- te, Wisc., could well mean the inning of a new and quite logi- cal era—the ownership of TV outlets by the producers and distributors of TV film. Guild says that it "reportedly" becomes the first film television syndicator to enter the area of station ownership and operation. The $600,000 deal actually is a comparatively small beginning but of large significance, not only to the television industry but to Guild. Reub Kaufman, president, declares that the move "is a natural step in the firm's expansion program" and that "some day we expect to own and operate the full quota of stations permitted by the FCC." Former owner of the stations is M. & M. Broadcasting.

CBS-TV's City

► While rumors continue to fly in and around New York concerning the possibilities of a TV city there, CBS is quietly going ahead with its real-life TV City on the west coast. Important since it reflects the volume of TV activity that's been moving west recently is the announcement that the network is planning to expand the Hollywood CBS Television City, opened in 1952. The expansion includes the construction of two new studios, eight rehearsal halls and a new nine-story office building to house administrative and creative personnel. Also part of the program is the converting of another studio to color, to make a total of four color studios.

NTA Making Plans

► Plans for an extensive sales campaign in behalf of National Telefilm Associates' 52 newly acquired 20th Century-Fox features and the Paramount short subjects library are being set in the current four-day sales convention at NTA's New York headquarters. Harold Goldman, vice-president in charge of sales, is presiding at the conference, which comes to a close tomorrow night.

RETMA in Chicago

► Meeting in Chicago tomorrow through Thursday will be the Radio-Electronics-Television Manufacturers Association, holding its 32nd annual convention at the Sheraton Hotel. Highlight of the convention will be the election of directors and officers and the membership luncheon Thursday, at which time H. Leslie Hoffman, president, and Leslie F. Muter, treasurer, will make their annual reports.

Add Convention

► While ABC busily continues to give private instruction to those potential candidates who individually fear the jaundiced eye of the TV camera, CBS has worked out an elaborate scheme to instruct the no less than 7,000 delegates to the two conventions on how CBS will give them cover. CBS will hold two different close circuit telecasts, July 23 for the Democrats and July 25 for the Republicans, which with artists' drawings and life-size mockups of the interiors of the convention halls will show the delegates just how CBS will handle the convention. Invitations are going out now to the delegates, who will watch the telecasts in the offices of CBS affiliates.

Concentration

► The television industry is going the way of the auto and other industries, toward greater concen-

(*Continued on page 8, col. 4*)

In Our View

THE controversy which has developed between the networks, with NBC as apparently the self-appointed spokesman, on the one side, and the television film producer-distributor units on the other, is a situation fraught with the most serious consequences for the whole industry of television. It is a situation which no one with the best interests of the medium at heart, can afford to ignore.

The matter came to a name-calling head quite recently with the testimony of divergent interests within the industry before the Senate Commerce Committee subcommittee inquiring into television generally. NBC leveled the charge that if the existing programming system is broken down through continued and more extensive use of filmed shows, "live nationwide telecasts will be jeopardized, and the American viewing public would literally drown in a celluloid sea." The network sees the unloading of vast numbers of filmed shows on the TV airwaves of the nation as detrimental to the whole scheme of telecasting. It was not unexpected that the response of the film syndicators was immediate and vigorous. There was at the same time the announcement of the formation by a group of four of the syndicators of the Association of Television Film Distributors.

That there is a divergence in point of view and approach by these two facets of the television programming area is not unusual, nor is it without value, since forthright competitive developments ever have been the backbone of progress in our free and vigorous economic society. But the situation is less than happy when the competitive approach slips downward into vituperation which causes only bad temper, and is destructive and not constructive. Secondly, the airing of the controversy should never have occurred in a public forum. That hurts everyone.

—Charles S. Aaronson

Passing in Review

TWO OF AMERICA'S finest actresses (in every way except popular name value), Judith Evelyn and Cathleen Nesbitt, brought a large amount of life to a small slice of same in NBC-TV's Goodyear production of "The Primary Colors," Sunday evening, June 3. The Jack Paritz script, until its closing moments, was an honest, perceptive and surprisingly fresh treatment of a theme that's been treated once or twice before: the middle-aged teacher who at last discovers a reason for being in a gifted pupil. Herbert Hirschman directed the fine cast, including Tom Carlin as the student and Ruth White as a lady next door. Science fiction raised two heads on TV last week, with particularly peculiar effect on CBS-TV's Studio One Monday night. Like so many science fiction yarns, William M. Altman's "The Power" started off with much promise (an unknown professor terrorizes his cohorts by his ability to control their minds) but then went to pieces amid the popping of blank cartridges as the narrative proceeded to its silly end.

The other bit of science fiction was a short but hilarious monologue by Jonathan Winters on the NBC Comedy Hour, Sunday night, wherein Mr. Winters interviewed a midwestern farmer who claimed to have seen 300 flying saucers in his wheat field. Ed Sullivan provided a pretty spectacular show on CBS-TV, almost concurrently, what with the live remote commercial and the not-so-remote entertainment provided by Burt Lancaster and Tony Curtis doing a very live balancing act to promote their "Trapeze." Also in the variety line, NBC-TV's Milton Berle signed off for the season Tuesday night with what was—if not his best—his most interesting show of the season, sociologically speaking. The manifestations of the temper of our times included Sheena, the bald-headed man's Tarzan; Elvis Presley, the prophet in the blue suede shoes, and Debra Paget, a healthy, well-formed, all-American film actress who shows unexpected promise as a singer and dancer.

Among the interesting odds and ends of the week were the performance by the late James Dean in Playhouse of Stars' repeat of "The Unlighted Road" on CBS-TV, June 1, and the guest appearance of Frank Lloyd Wright on the same network's What's My Line, Sunday night. Impressively calm and silent throughout his ordeal, Mr. Wright looked like a St. Bernard who had suddenly found himself locked up with a bunch of pekineses. Elsewhere, and in greater detail:

U.S. STEEL SHOW: "The Boarding House," CBS-TV, 1 Hour, 10 P.M., EDT, Wednesday, June 6, 1956. Live, from New York. For U.S. Steel.

A short story out of James Joyce's "The Dubliners" served as the basis for what may have been U.S. Steel's best production of the season. Adapted by Will Lorin, "The Boarding House" was a comedy of style, sensitivity and broad good humor which only once or twice lapsed into the comic strip vein of Barry Fitzgerald imitators. For the most part, the story of a boarding house keeper's campaign to marry her daughter off to a proper guest was straight and true comedy, perfectly balanced under the direction of Daniel Petrie. Evelyn Varden, as the lady of the house, was wise and chillingly efficent and, to audiences accustomed to her more raucous performances, attractively subdued. Jerome Kilty was appropriately amusing and cynical as an observer of the lady's ways. But the honors went to an uncommonly pretty young actress named Lisa Daniels, who made the lady's rather silly daughter a person of great charm and naive appeal within the comic mood. In its freshness and lack of affectation, the performance summed up the degree of success with which Mr. Petrie and Mr. Lorin accomplished a very difficult task.

FORD STAR JUBILEE: "A Bell for Adano." CBS-TV, 1½ Hours, 9:30 P.M., EDT, Saturday, June 2, 1956. Live, in compatible color, from Hollywood. For Ford Motor Company.

Out of the warm, heart-stirring tale of the bombed Italian town of World War II, its people and the confiscated bell which symbolized a will to live, Arthur Schwartz, producer, has concocted a "musical drama" which failed of the kind of intent and purpose which was so clearly defined in John Hersey's original that it won for him a Pulitzer Prize. The introduction of song numbers, with music by Schwartz and lyrics by Howard Dietz, are pleasant of themselves but serve merely to impede the progress of a deeply significant drama—at least in the original. Paul Nickell, in his direction, likewise was beset by uncertainty as to the direction in which his play was going. Barry Sullivan as Major Joppolo and Anna Maria Alberghetti as Tina, the fisherman's daughter, worked hard and earnestly, but Robert Buckner's TV adaptation was somehow too much for them. There was nothing wrong with the basic material with which the producers had to work, that is certain. The trouble lay in the mistaken belief that a work of this character could be subjected to the fanciful, musical comedy touch and live through it unharmed. The fault lay, in a word, in the basic approach, and as such could well serve as a television production laboratory example of the kind of thing that will not take kindly to being "pushed around."

LUX VIDEO THEATRE: "Indiscreet." NBC-TV, 1 Hour, 10 P.M., EDT, Thursday, May 31, 1956. Live, from Hollywood. For Lux Soap.

Margaret Lindsay, attractive and competent performer that she is, was listed as the star of the play, but in this instance she must accept second billing to Marjorie Rambeau, whose portrayal of a wise and perceptive grandmother is beautifully restrained, expert and effective. In a situation wherein Miss Lindsay finds her happiness with her husband threatened, in her British island retreat, when a former husband whom she had thought dead turns up bent on blackmail, Miss Rambeau comes to the rescue. Perceiving the problem, although Miss Lindsay refuses to divulge it, the old lady beards the visitor, appears to accept his victory, then poisons him. A keen local police captain ferrets the truth, gallantly indicates small punishment, with all the facts known, and the household happiness is saved. Performances of excellent quality, also including John Danner and Leslie Bradley, contribute substantially to the end result. Cal Kuhl produced.

LET'S TAKE A TRIP, CBS-TV, ½ Hour, 12 P.M., EDT, Sunday, June 3, 1956. Live, from New York. Sustaining.

Another especially informative segment was provided in the Let's Take a Trip series last week (June 3) when Pud, Ginger and Sonny Fox journeyed to New York's Randall's Island to watch local Olympic aspirants train for the coming West Coast trials. The intrepid trio of travelers, as usual, asked the leading questions which inobtrusively cued in the appearances of local track stars and then, to add a bit of humor to the proceedings, tried several track events themselves. There is an appeal in format and (deceptive) ease in production in this prize-winning and unsponsored series which might be studied by some more ambitious shows. This is particularly true in the generally high level of quality in the live remote pickups. Stephen Fleischman produces with Jack Kuney as associates producer and Roger Englander directs.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.



SPOTLIGHT

(Continued)

tration of all activity in a f companies, in the opinion of l gar N. Greenbaum of Greenba & Associates, Chicago electron consulting firm. At the same ti he estimated that sales of bla and-white TV sets this year wo total 7,400,000, which compa with 7,464,000 in 1950 and 7,7 000 (a record) in 1955. He belie the sale of color sets may go high as 150,000 in 1956.

Gems Start "90"

▶ This morning in Hollyw Screen Gems puts before the ca eras "The Country Husban starring Frank Lovejoy and F cia Farr, to inaugurate product of television's first series of minute film shows. "Husband" actually one of eight which Scr Gems will make for CBS-T forthcoming Playhouse 90 seri which also will include 31 l shows.

Ambassador Kaye

▶ It is somehow peculiarly fitti that the unquenchable, inimita Danny Kaye should come for first time to television on a speci 90-minute See It Now progr devoted to the work of the Uni Nations International Childre Emergency Fund (UNICEF), which he is ambassador-at-lar CBS-TV and the U.N. announc the program for the Fall. T comedian has but recently return from a 32,000-mile trip abro visiting and entertaining child —and adults—from England Nigeria. With him went a See Now crew of camera and sou men. Some 200,000 feet of film w have to be whittled down by t team of Ed Murrow and Fr Friendly to the 10,000 feet nec sary for the program.

NBC-TV Program Notes

▶ Add to the list of new NBC-T shows for the 1956-57 season "T Adventures of Hiram Holida based on the *Cosmopolitan Mag zine* series by Paul Gallico a starring Wally Cox. Hiram Ho day, of course, is the Mr. Peepe of the Fourth Estate. Also at NB it's announced that the Per Como Show already is complete sold out for the 1956-57 season.

Dr. Mark Christian

▶ The recent and untimely dea of the deeply respected Jean He sholt will not alter the plans Ziv Television Programs to offer new "Dr. Christian" syndicated T series. The plan still is for Ma Donald Carey to portray Dr. Ma Christian, nephew of older phy cian portrayed so long and so w by Mr. Hersholt. Because of t protracted illness of the veter performer, it had been intend that he appear in only a few p

(Continued on opposite page, col.

POTLIGHT

(ontinued)

ams as a "guest," but not as a ajor character. The new series is rrently in production.

pera Goodwill

A goodwill tour of 24 cities will made by officials of the NBC pera Company starting June 11, is announced by Alfred Stern, ce-president in charge of the BC Theatrical Division of Kagn Corporation. Mr. Stern will ad the group, which includes handler Cowles, general manager the opera company; Robert aron, NBC station relations repsentative; Tom Skelton, producn manager; Leonard Meyers, ess and promotion director, and huyler Chapin of Judson, Neill and Judd, managers, who oked the 45-city tour of the BC Opera Company, set for tober 15 through December 8.

he Power of WABD

DuMont Broadcasting Corporan's New York flagship station, ABD, last week put its new -kilowatt transmitter into operion, more than doubling the stan's previous power and enlargg the WABD coverage by eight unties in four states. It now has fective radiated power of 37.1 lowatts, the maximum allowed the FCC.

ommandments

NBC-TV announces that it is eparing a new color film series r the 1956-57 season based on e Ten Commandments. The projt is under the supervision of ss Oppenheimer and will be comised of original stories by top thors illustrating "the timeless oral values underlying the Biblil injunctions." C. B. DeMille, indently, is now preparing the lease of his multi-million dollar eatrical production, "The Ten mmandments." The connection tween the theatrical and televin ventures, however, is simply iritual.

earl Buck's Debut

Pearl S. Buck, winner of the bel and Pulitzer prizes at varis stages in her writing career, ll make her debut as a dramatist NBC-TV, probably next Fall. er first effort in the dramatic rm is "The Big Wave," having do with the inhabitants of a panese fishing village who perically are subjected to the havoc ought by a giant tidal wave. ill to be decided is whether the ow will come off as a 60 or 90nute production.

ight Gain

WPIX of New York shows the ggest gain in nighttime share the audience, with a 29 per cent crease for April, 1956, over the me month of 1955, according to a report of Neilson Station Index. Thus, says WPIX, it again leads all other independent stations in New York in the 6 P.M. to midnight, Sunday through Saturday, viewing hours, with an 11 per cent advantage over WABD, 25 per cent over WOR-TV and 373 per cent over WATV. WPIX programmed twice as many syndicated half-hour film shows in the period as any other New York TV station.

HOLLYWOOD

HOLLYWOOD: Producer ***Parke Levy*** played hookey from boating at Balboa for advance huddles with director ***Jerry Thorpe*** and comedian ***Henry Morgan*** at Motion Picture Center, where they commence shooting the next group of "December Bride" segments next month. . . . ***Alan Lipscott*** and ***Bob Fisher*** were lured back by ***Irving Brecher*** to continue writing "The People's Choice." . . . ***Marge*** and ***Gower Champion*** are talking a deal with ***Jack Benny*** for their own TV film series, which J.B. will back as a possible alternating program with his own show, after the "new" Champion arrives in November. The Champions certainly earn the plaudits of the trade for the wonderful segment of the Screen Directors Guild Playhouse series, which Gower directed as well.

◆ ◆

Ben Fox, producer of the "Code 3" series, promises to deliver a very exciting pilot on his new show, "Forest Rangers," capturing the great outdoors in an intimate fashion for the 21" screens. . . . ***Oscar Levant*** skipped out of KNXT to set up his own "Oscar Levant's Words About Music," program, which bows on KCOP's Channel 13, Saturday at 9 P.M. He'll be an odds on favorite for the local ratings in that time slot. The unpredictable Oscar will have a pocketful of guests and celebrities to fill the format. It will be a Ross-Danzig Production with Al Burton producing. . . . Disc Jockey ***Dick Whittinghill*** brings the nonsensical madness of his popular KMPC radio show to life under a long term contract with KTTV.

◆ ◆

CBS-TV welcomed back ***Johnny Carson,*** best of the new male personalities in the 1956 Fame Magazine poll, with a press luncheon. . . . ***Jeanne Carson,*** best of the new female personalities in the same poll, is building her niche in ***Charley Isaac's*** filmed comedy series, "Hey, Jeannie!" . . . Handsome ***Ed Reimers*** is capturing attention for his versatility in handling those commercials on the ***Rosemary Clooney*** show, as well as the warm personality he projects for ***Don Fedderson's*** "Do You Trust Your Wife" series. . . . ***Bill Lundigan*** returns from Honolulu at the end of the month to resume his host chores on "Climax."

—*SAMUEL D. BERNS*

PARENT—TEACHER STANDARDS
A GUIDE FOR TV FILM MEN

HOLLYWOOD: The National Audience Board, seeking to crystallize public opinion for the benefit of TV film producers, has endorsed a set of standards used by the National Congress of Parents and Teachers in evaluating television and radio programs.

Composed of eight parts, each carries a pro and con slide rule as a measure for the acceptability of a program. The standards fit into the purpose of the board, founded by Peter Goelet, president, in November, 1954, to support better television programming. Following is the set of standards:

1. Does it (the program) appeal to age level of audiences?

Desirable if: It gives information and/or entertainment related to real-life situations or interests. *Undesirable if:* It is dull, boring, not related to experience.

2. Does it meet needs for entertainment and action?

Desirable if: It deals with wholesome adventure, humor, fantasy or suspense. *Undesirable if:* It is emotionally disturbing and overstimulating; places unnecessary emphasis on cruelty and violence; it is loud, crude or vulgar.

3. Does it add to one's understanding and appreciation of himself, others, the world?

Desirable if: It is sincere, constructive, informative; gives a balanced picture of life; encourages decent human relations; is fair to races, nations, religions, labor, management. *Undesirable if:* It is one-sided, or propagandist; arouses or intensifies prejudices; takes advantage of immaturity and lack of knowledge.

4. Does it encourage worthwhile ideals, values, and beliefs (concerning such matters as family life)?

Desirable if: It upholds acceptable standards of behavior; promotes democratic and spiritual values, respect for law, decency, service. *Undesirable if:* It glamorizes crime, indecency, intolerance, greed, cruelty; encourages bad taste, false standards of material success; personal vanity, intemperance, immorality.

5. Does it stimulate constructive activities?

Desirable if: It promotes interests, skills, hobbies; encourages desire to learn more, to do something constructive, to be creative, to solve problems, to work and to live with others. *Undesirable if:* It gives details of crime and its detection; solves problems by force or miraculous incident; leaves one a spectator on the side lines.

6. Does it have artistic qualities?

Desirable if: It is a skillful production as to music, script, acting, direction, art work, color, settings, sound effects, printing, photography. *Undesirable if:* It is poorly done, confusing, hard to follow; action is too fast, too slow; sound is too loud, too low; it hurts the eyes; is poor art work.

7. Is the language used suitable?

Desirable if: The language is correct; suited to its subject; right for age level. *Undesirable if:* It uses vocabularly that is too hard or too easy; poor grammar; or language of the underworld.

8. Is the over-all effect likely to be desirable?

Desirable if: It has a positive effect; gives larger understanding of the world; helps one become a happier, more informed, more useful, more responsible, more interesting person. *Undesirable if:* It has a negative or zero effect; discourages living in real world; encourages one to be more dependent, fearful or insecure; leaves one where he was before, or pushes him back.

Who's Where

Last week these changes:

ROBERT F. BLAKE has been promoted to the newly-created post of director of exploitation for the CBS-TV press information department, is is announced by **CHARLES J. OPPENHEIM,** director of information services. Mr. Blake will report to **JAMES KANE,** director of press information, Hollywood.

Promotions of **ROYCE L. (VERNE) POINTER** to chief video facilities engineer, and **HERBERT G. FLORANCE** to supervisor of maintenance for the New York engineering department of ABC, have been announced by **FRANK MARX,** vice-president in charge of engineering and general services for ABC. Both appointments, effective immediately, are in accordance with the ABC policy of promotion from within the company.

Van Praag Productions television film producers, have named **HUGH STANLEY HOLE** to head a new branch office in Hollywood, **WILLIAM VAN PRAAG,** company president, announces. Mr. Van Praag said the projected Hollywood operation will be the fourth branch of Van Praag Productions, with branches now situated in Detroit, Coral Gables, Fla., and New York.

MRS. E. J. HOUCK, of Brampton, Ontario, a native of Wisconsin who became a naturalized Canadian in 1928, was appointed a governor of the Canadian Broadcasting Corporation for a three-year term.



EARTHA KITT, American actress-singer-dancer extraordinary, is doing her part in helping the BBC to hold its own against the increasing popular inroads of British commercial TV. Miss Kitt is shown at right in a scene from "The Valiant" in which she made her debut as a dramatic actress on the BBC last month. June 17 she will star in a BBC "spectacular" adaptation of "Mrs. Patterson," the play-with-music which won her Broadway stardom two years ago.

TELEVISION IN BRITAIN

THE London-Midlands TV market is growing faster than it ever has before — despite the hire-purchase restrictions of the Government's "credit squeeze."

Every month, over 92,500 new commercial TV homes are being added to the total of 1,080,000 already reached. This total is made up of 720,000 sets in the London I.T.A. (Independent Television Authority) area and 360,000 sets in the Midlands I.T.A. area — an increase of over 450 per cent on the original figure of 235,000 I.T.A. sets which was estimated when commercial TV began seven months ago.

These figures are the result of field research by TAM (Television Audience Measurement Ltd.).

THE B.B.C.'s latest audience research report gives a good boost to the I.T.A. in its battle for viewers. Among the adult audience with a choice of television programmes between January and March it was normal to find 59 per cent switched to the I.T.A. programmes, while 41 per cent were watching B.B.C. transmissions. In the period under review the total adult television audience was estimated to number about 15,700,000 against 12,100,000 for the same quarter last year. Of these, nearly two million could receive both B.B.C. and I.T.A. programmes at the beginning of the quarter. The B.B.C.'s figures also show that because of the competition of television, evening radio audiences dropped from 6,000,000 to 4,900,000 in the past year.

GERALD BEADLE, 57 years old has been appointed director of B.B.C. television. He succeeds Sir George Barnes, who is to be principal of University College of North Staffordshire. Mr. Beadle joined the B.B.C. as an announcer in 1923, and has been controller of the West Region since 1937. His new post is worth about £5,000 a year. The B.B.C. also announces that Cecil McGivern, controller of television programmes since 1950, has been appointed to the new post of deputy director of television.

LESLIE MITCHELL has been appointed head of presentation at Associated Rediffusion. In the general programming plans of the future this aspect of television work is to be given more prominence. Mr. Mitchell was previously head of talks and discussion features.

THE mass-circulated *Daily Mirror* group of newspapers is the latest to join forces with commercial TV interests. Part of Associated Television—London weekend and Birmingham weekday contractor — new capital issue of £750,000 will be taken up by the Mirror group. This is the Mirror's first venture into commercial TV in this country and supplements the group's interests in newspapers, radio and television in Australia. Already, Associated Newspapers Ltd., which control the Daily Mail, Sunday Dispatch and London Evening News, have a 50 per cent interest in the running of AR (Associated-Rediffusion), weekdays contractor for the London station. In the North, associated with ABC (Associated British Cinemas TV) — weekend contractors in Birmingham and Manchester — is a group of Midland newspapers.

BRITISH equipment makers continue to invade overseas TV markets. For the first time Marconi Wireless Telegraph Co., are to supply Russia with a large quantity of TV equipment that includes camera and relay units worth $500,000. The first permanent TV station in the Middle East has also been installed by a British firm. Originally erected by the PYE Company for the Baghdad Fair, the station is now permanently sited. During the early stages of operation the company will provide engineers to advise the Iraq staff on the running of the station; any assistance the authorities might want on the programme side will also be given. The B.B.C. and I.T.A. have both agreed to make their news films available on a regular basis. It has been estimated that the viewing audience on the opening day was between 50,000 and 60,000.

—*WILLIAM PAY*

The Show-Makers

***Otto Kruger** has completed his Lux Video Theatre host spot. Lux has announced they are already in search of a starring vehicle for Mr. Kruger for their Fall series.*

*Hollywood Summer Theatre, featuring film stars with **Gene Raymond** as host, premieres on CBS-TV Friday, August 3. Among the performers set to appear are **Joanne Dru, Glenn Langan, Diana Lynn, Phyllis Kirk, Laraine Day, Phyllis Thaxter, Merle Oberon, Robert Preston, Ricardo Montalban** and others.*

***Patty McCormick** stars in "Alien Angel" on the General Electric Theatre, Sunday, June 17 on CBS-TV. **Ronald Reagan** is on-air supervisor.*

*Adventure Theatre, a new suspense series of half-hour features, will star **Paul Douglas** as host, commencing Saturday, June 16 on NBC-TV, and continuing through September 1. Your Hit Parade concluded its season June 9 and returns to NBC-TV September 8. The opening show on Adventure Theatre will feature **Hubert Gregg, Lawrence Naismith, Jenny Laird** and **James Eastwood. Paul Dixon** directs.*

*Dear Phoebe, filmed situation-comedy series, returns to NBC-TV for repeat presentations of nine episodes on various Tuesdays beginning June 19. **Peter Lawford** stars with **Marcia Henderson** featured. The series was produced and written by **Alex Gottlieb** and directed by **Don Weiss.***

***Mort Abrahams**, one of TV's top producers, has been named executive producer of NBC-TV's Producer's Showcase spectaculars, effective immediately. Mr. Abrahams has been responsible for General Electric Theatre, Star Stage and Medallion Theatre.*

*"The Flight," **John Steinbeck** story, opens the Studio One Summer Theatre series Monday, June 11 on CBS-TV. **Robert Herridge** produced and adapted. Appearing in the cast are **Gerald Sarracini, Vivian Nathan** and **Marita Reid. Frank Moriarty** will direct.*

Dick Foran** portrays "The Singing Preacher" on Crossroads, Friday, June 15 on ABC-TV. The cast includes **John Smith, Gloria Talbot, Barry Kelley, Casey Adams, Mary Young** and **Robert Paquin.

David Niven** stars in "Second Chance" on Singer Four Star Playhouse, Thursday, June 14, on CBS-TV. The teleplay was written by **James Bloodworth** and directed by **Richard Kinon.** Others in the cast are **Beverly Garland, Barry Kroeger, Lou Krugman, Tristam Coffin, William Swan** and **Gene Hardy.

*G. E. Summer Originals, the series of half-hour television features set for Tuesdays over ABC-TV will bow Tuesday, July 3, with a musical comedy, "It's Sunny Again," starring **Vivian Blaine.** The show is produced by **Norman** and **Irving Pincus** and directed by **Don Weis.***

Skip Homeier** and **Joanne Woodward** star in "Momentum," on Alfred Hitchcock Presents, Sunday, June 24, on CBS-TV. The teleplay was written for TV by **Francis Cockrell** and directed by **Bob Stevens.

***Laraine Day** stars in a new Ford Theatre series set for an October start—The West in Her Eyes, to be offered on Wednesdays, ABC-TV network. **Joseph Hoffman** produces and **James Sheldon** directs.*

*CBS Cartoon Theatre, spotlighting Heckle and Jeckle, Gandy Goose, Dinky Duck and Little Roquefort in four of Paul Terry's delightful animated films, premieres Wednesday, June 13 over the CBS-TV network with host **Dick Van Dyke** in charge.*

*Circus Boy, the new half-hour filmed television adventure series which starts on the NBC-TV network Sunday, September 23, will feature **Mickey Braddock, Noah Beery Jr.** and **Bob Lowery. Guinn "Big Boy" Williams** is also featured. The series is produced by Screen Gems.*

*"Rendezvous at Red Rock," a Cheyenne series western drama on Warner Bros. Presents, is set for Tuesday, June 19 on ABC-TV from 7:30 to 8:30 P.M. **Clint Walker** stars and other principals include **Douglas Fowley, Gerald Mohr, Steve Darrell** and **Joel Ashley.** Host is **Gig Young.***

Allied's Charges Answered by Justice Dept.

Says Decree Brought Wide Exhibitor Aid

(*Continued from page* 1)

"legitimate business prerogatives" and cannot be challenged by the government.

Growth of TV Cited

The record of enforcing the Paramount case judgments, the Department said, must be read with the recognition that "the motion picture industry has recently undergone and still faces a time of difficult transition." Citing the drop in attendance in recent years, it said "This decline stems in the main from the growth of television." At the same time, it added, many theatres have suffered from the competition of new drive-ins.

The Department said it can and does help exhibitors in many ways in their difficulties with exhibitors, and that the distributors, knowing the Department's attitude "have developed business procedures to effectuate" the aims of the consent judgments. "The result has been improved compliance," it stated.

"But judgment enforcement and the additional help we may give small exhibitors cannot alone solve the serious economic problems television has caused exhibitors," the subcommittee was told.

Considering 'Divorce' Production

The Department declared it had done all it could to increase the supply of films, and cited its approval of the Makelim Plan and its talks concerning production by the Exhibitors Film Financial Group. Noting the recent request of Allied States Association and the Theatre Owners of America for permission for divorced circuits to produce films, the Department said it did not know "whether any of such circuits will decide to enter into production and distribution, or whether it will be possible to devise adequate safeguards against the return as a result of any such new integration" of the illegal practices existing before the Paramount case. However, it said, being intensely aware of the problems caused by a product shortage, it has "taken the proposal under advisement."

Percentage Plan Approved

The Department then turned to specific exhibitor charges. It said the Paramount case did not bar licensing of pictures based on a percentage of box office receipts, and that since an exhibitor's admission prices obviously had direct bearing on the size of the receipts, distributors could base policies on the exhibitor's admission prices.

With respect to exhibitor protests against Paramount's "merchandising engagements," Justice said "the creation of a new run when licensing a picture is not unlawful."

"Any clearence between any such new run and the runs following it is governed by the same judgment provisions as the clearance between other runs," the Department said. It stated it was perfectly logical for this new special release run to take clearance over the first run.

Points to Demand for Quality

The Department said theatre customers demand higher quality pictures, that this generally means more expensive pictures, and that it's usually the more expensive picture that gets special handling. The Department said that if expensive films can't be marketed profitably in the ordinary way, they won't be produced at all if they have to be marketed that way. Admitting that this didn't justify a resort to illegal distribution practices, the Department said it was also "not necessarily in the public interest that the Department agree to a construction of the judgments which will bring about a situation in which there is no point in producing an extraordinarily expensive picture because it cannot be profitably marketed. Anything which further reduces the number of pictures produced or their quality will not help exhibitors."

'Forcing' Called Rare

Forcing of pictures is clearly illegal, the Department said, but added that there have been few instances of this brought to the Department's attention.

Turning to Trueman Rembusch's complaint that he has gotten pictures late because he refused the rental terms asked originally, the Department said the terms sought by the distributors were aimed not at protecting theatre but rather at "insuring for distributors a rental regarded by them as satisfactory." Thus, the Department said, "The intervention he sought would have involved this Department, not in the preservation of competition, but contrary to the design of the Paramount judgments, in the regulation of film rentals." It emphasized that nothing in the judgments authorized the Department to regulate rentals.

Considers Rembusch Complaint

The Department reviewed the circumstances surrounding Rembusch's attempts to license "Guys and Dolls" in Columbus, Ind. The statement generally defended the actions of Loew's in this matter, but said that on Rembusch's request the Department is again reviewing the situation.

On Ruben Shor's dispute over licensing "Guys and Dolls," the Department said Shor was "entirely within his rights" in fixing whatever admission prices he wanted, and would even have been within his rights if he had notified the distributor he was going to charge one price and then had actually charged another.

The Department defended at length its actions in the divestiture of the Capitol Theatre in Cincinnati, declaring that the acquisition of the lease by Stanley Warner from RKO actually helped Shor by removing a competing first-run theatre.

Pointing out that all but 24 of the original 1,200 Paramount case divestitures have now been carried out, the Department said "The vigilance of the Anti-Trust Division had something to do with getting the job done."

The Department vigorously replied to Allied charges that it was laying down on the job by permitting divorced circuits to acquire theatres. It emphasized that the Department had insisted that the divorced circuits be barred from acquiring theatres until their divestiture programs had been completed, and that as a result the divorced circuits had been barred until February, 1955, from acquiring any theatres.

Sees Drive-ins Aided

This fact, the Department said, has been of great benefit to independent exhibitors, especially with respect to drive-in theatres. It declared that almost all the 4,600 drive-ins in the U. S. have been built since World War II, during most of which period the divorced circuits could not acquire theatres. As a result, the Department said, most drive-ins are independently-owned, and the independent exhibitor has "an important head start" in the drive-in field.

The Department promised to continue to review carefully each acquisition proposal by a divorced circuit, and to oppose any acquisition "which we feel will unduly restrain competition." It pointed out that in the 16 months since the first acquisition by a divorced circuit, there have been only 13 acquisitions.

Says Exhibitors Were Notified

In each case, the Department said, exhibitors got long advance notice in the trade press, and an opportunity to present any objections to the courts. It promised to continue to follow this procedure.

The Department reviewed the circumstances surrounding each of the 13 acquisitions, and said "It was quite clear in the case of every one of these acquisitions that competition would in no way be lessened. In some of them, the acquisition will demonstrably increase competition. In all cases the acquiring circuit will have a substantial amount of competition."

The Department also noted that some proposed acquisitions were never presented to the court because Justice had in informal private discussions indicated to the circuits that it would oppose them.

Recounts 'Accomplishments'

"The important accomplishments of the Paramount case," the letter said, "have been to give every exhibitor the same opportunity to license product as that enjoyed by his competitor and to create an open market for the distribution of pictures."

Industry Seen Facing an Era Of 'Transition'

Divorcement, divestiture and theatre-by-theatre selling have ended "the preferred access to product" found to be the root of the monopoly declared illegal in the Paramount case, the Department stated.

Ten-Year Decrease Shown

In 1945, 17.35 per cent of U. S. theatres were owned by the five major companies, Justice said. By contrast, the five divorced circuits today operate only 7.5 per cent of all theatres. "Obviously," it said, "this is an enormous reduction in the relative position of these circuits." It declared that independent exhibitors have been enabled to improve their runs, shorten clearances over them, and get better product. Theatre-by-theatre selling and the elimination of block booking have also benefited the independents, Justice said.

Claim Product-Control Ended

"To sum up," the Department concluded, "the judgments entered in the Paramount case took away from the affiliated circuits the control over product which gave them monopoly power, created competition in exhibition by requiring, where competition had been eliminated by such circuits, the divestiture of theatres to reestablish competition and by giving independent exhibitors the opportunity to compete for product on a par with their competitors, and enabled independents to remain in or go into the motion picture business with a fair competitive chance of being successful. It also created a free market for the distribution of pictures. This equality of opportunity given to independent exhibitors and to all distributors is the basic achievement of the Paramount case."

Group Selling Legal, If All Are Wanted: Justice

From THE DAILY Bureau

WASHINGTON, June 10.—The Paramount case judgment does not prohibit a distributor from selling an exhibitor a group of pictures if the exhibitor wants to buy them all, the Justice Department said.

It told the Senate Small Business Committee that the Supreme Court, in its block-booking ban, only said that an exhibitor cannot be required to take any pictures in a group in order to get others. But, it said, there's nothing against a group selling if the exhibitor wants the whole group and if competing exhibitors are given an equivalent opportunity to license any of the pictures."

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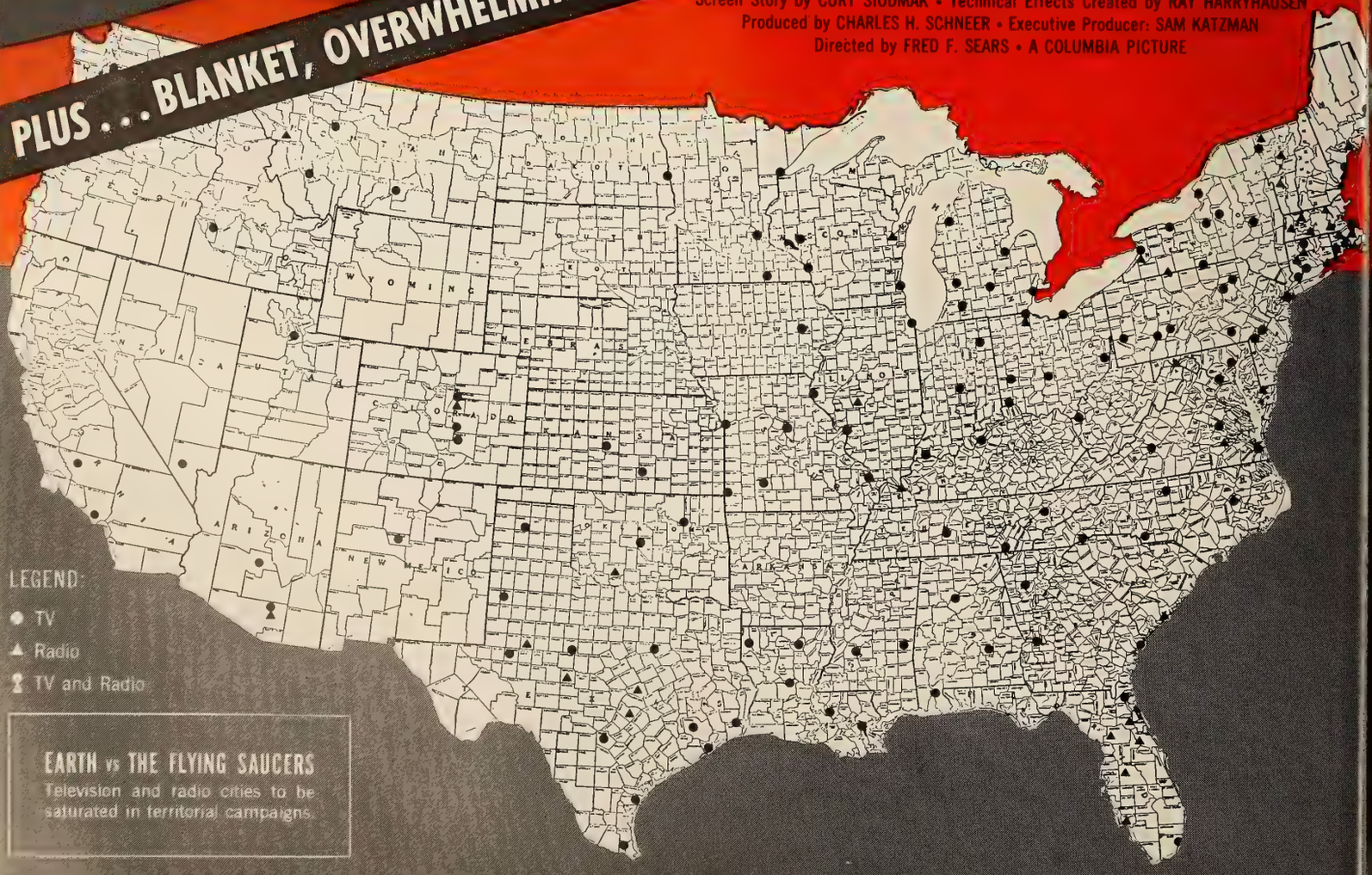
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EARTH vs THE FLYING SAUCERS
Television and radio cities to be saturated in territorial campaigns.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 113 NEW YORK, U. S. A., TUESDAY, JUNE 12, 1956 TEN CENTS

Stop-Camera Plan

Hand Work on Each Frame for New Process

Report Whitney System Requires High Artistry

According to information obtained by MOTION PICTURE DAILY from an unofficial but unimpeachable source, the new process for transferring old black-and-white pictures to color and extra-dimension, announced last week in London by C. Y. Whitney, consists of a stop-camera system requiring hand-work on each frame individually.

MOTION PICTURE DAILY was told that each frame is projected separately from a master-positive on to an easel so that an artist can paint in outlines of people and objects, and from these outlines a new master-positive which can be used for Technicolor processing is derived.

Forty artists are now at work

(*Continued on page 8*)

Dismiss ELC 'Trust' Action

The $15,000,000 anti-trust action brought by Chesapeake Industries, on behalf of Eagle Lion Classics, against RKO Theatres and Loew's Theatres was dismissed here yesterday by Federal Judge Archie O. Dawson. Chesapeake had charged that ELC product had been deprived of a New York outlet by RKO and Loew's.

In directing a judgment in favor

(*Continued on page 7*)

Aurelio to Decide Zanuck Settlement

Proponents of the settlement of Darryl F. Zanuck's contract with 20th Century-Fox yesterday filed affidavits in New York Supreme Court in reply to minority stockholder objection that they did not have sufficient time to investigate all information concerning the settlement.

Attorney Milton Paulson, who filed

(*Continued on page 7*)

U.S. Supreme Court In Recess to October

From THE DAILY Bureau

WASHINGTON, June 11. – The Supreme Court recessed for the summer after today's session.

It won't meet again until Monday, Oct. 1, and won't resume business until Monday, Oct. 8. When the court quit, it had cleared its docket of all cases of interest to the industry. New cases filed over the summer won't be acted on until October.

Networks to Defend TV Policies Today

From THE DAILY Bureau

WASHINGTON, June 11. – The television networks will open a detailed defense of their policies here today before the Senate Committee on Interstate and Foreign Commerce, conducting an inquiry of tv.

The hearings, which are expected to last a week or more, will see such network executives as Frank Stanton,

(*Continued on page 6*)

Film Dividends Lag For 5-Month Period

From THE DAILY Bureau

WASHINGTON, June 11. – Cash dividends by motion picture companies during the first five months of 1956 were slightly behind payments in the like 1955 period, the Commerce Department reported.

It said payments from January

(*Continued on page 7*)

Files Affidavit With SSBC

Shor Refutes Charges Made By Distribution

Allied States Leader Attacks Phillips As Paramount 'Tool'; Hits Reagan Also

Special to THE DAILY

CINCINNATI, June 11.—Rube Shor, president of Allied States Association and a circuit operator in this area, today issued the text of an affidavit in which he answered charges made against him by Charles Reagan, vice-president and general sales manager of Loew's, Inc., and by Louis Phillips, vice-president and general counsel for Paramount Pictures, at the recent hearings of the Senate Small Business subcommittee in Washington.



Rube Shor

The sworn affidavit was directed to Sen. Hubert Humphrey, chairman of the committee which is investigating industry trade practices.

In making the rebuttals, Shor declared that statements affecting him made by the distributor representatives were not accurate and that the

(*Continued on page 8*)

Goldstein Production Agent in UK for Fox

Robert Goldstein has been named production representative in Great Britain for 20th Century-Fox Film Corp., it has been announced by Spyros P. Skouras, president.

In the newly created post, Goldstein will be responsible for 20th Century-Fox's production activities in England including liaison with independent British producers, as well as supervision of the company's talent development in London. He will report to Joseph H. Moskowitz, vice-president and studio representative.

Appointment is effective July 15, following completion by Goldstein of the feature pictures he is currently producing for United Artists release.

Goldstein has had considerable production experience in Europe as well as in the United States.

Supreme Court Upholds De Sylva Ruling

Children Share Rights with Widow To Literary, Musical Copyrights

From THE DAILY Bureau

WASHINGTON, June 11.—The Supreme Court today unanimously upheld a circuit court decision that the Motion Picture Association of America and other groups claimed would seriously interfere with the acquisition of literary and musical copyrights for films.

The court sustained a Ninth Circuit Court of Appeals finding that children are equally entitled with the widow of a deceased copyright holder to renew the copyright and grant licenses and share in the proceeds under the copyright. MPAA and other groups argued that only one person should have the say about granting copyright licenses, and maintained that under the circuit court decision different persons could grant copyrights for the same item to different licensees, thus removing the guarantee of exclusive copyright use.

The case before the court involved the ownership of the song copyrights

(*Continued on page 6*)

TOA Wire in SSBC Record

Theatre Owners of America has been notified by Sen. Hubert Humphrey, chairman of the Senate Small Business sub-committee investigating motion picture industry trade practices, that Myron N. Blank's wire has been included in the committee's records.

Blank, president of the national exhibitor association, had requested the SSBC for an opportunity to refute "much of the distributor's testimony made before the committee, which," he said, "was reckless and intemperate." The TOA president asked that if an appearance before the group was not likely, then the telegram's contents be included in the record.

PERSONAL MENTION

ARTHUR B. KRIM, president of United Artists, has returned to New York from Europe.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, left New York yesterday for Madrid. KENNETH CLARK, vice-president, will leave here tomorrow for London.

•

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, and MRS. GOLDENSON will return to New York from Europe today aboard the "Queen Elizabeth."

•

HARRY BRANDT, president of Brandt Theatres, and MRS. BRANDT will leave here today for Europe aboard the "Ile de France."

•

DARRYL F. ZANUCK, vice-president of 20th Century-Fox, in charge of production, will return to Hollywood tomorrow from Lincoln, Nebr.

•

JACK MINTZ, producer, and MRS. MINTZ will leave New York for Europe today aboard the "Ile de France."

•

MILTON R. RACKMIL, president of Universal Pictures, left New York last night for the Coast.

•

MACGREGOR SCOTT, sales manager of Associated British-Pathe, has arrived in New York from London.

•

AMERICO ABOAF, Universal Pictures foreign general manager, will return to New York today from Europe.

•

BRYCE HAYNES, Audio Devices, Inc., vice-president in charge of sales, has left New York for Europe.

•

WILLIAM KAPLAN, M-G-M unit manager, has left New York by plane for Europe.

•

PEGGIE CASTLE has left here for London via B.O.A.C.

Levy Will Leave Fox To Run Own Agency

Charles L. Levy will resign from 20th Century-Fox, effective Friday, to devote himself to his own New York advertising-publicity agency. Levy was recently named Eastern advertising and publicity representative for Kirk Douglas' Bryna Productions.

Prior to joining 20th Century-Fox last year, Levy was advertising-publicity-exploitation director, Walt Disney Productions, for 18 years.

British Show 'Dynamic Frame' Technique For Varying Size, Shape of Picture Frame

From THE DAILY Bureau

LONDON, June 11.—The British Film Institute is sponsoring a demonstration to the press and film industry here tomorrow of the first film to be made in the "Dynamic Frame" technique, a process whereby the size and shape of the picture frame are viewed according to the dramatic needs of the story.

Glenn Alvey, who originated the technique, adapted H. G. Wells' short story, "The Door in the Wall," and directed the picture which was made in Technicolor and VistaVision.

The "Dynamic Frame" has been designed to overcome what may be considered a major drawback of wide screen systems; that of composing every shot, irrespective of its subject matter, within a vast but rigid format. In this new process the setting, action, and mood of each scene determine its space requirements—whether intimate or spacious—and the appropriate horizontal or vertical formal can be varied imperceptibly or suddenly, as required.

"The Door in the Wall" is produced and distributed by Associated British-Pathe.

Baiano to Head WB New Talent Dept.

HOLLYWOOD, June 11.—Jack L. Warner today announced the appointment of Solly Baiano as new-talent executive at Warner Bros. Studios, with special responsibility for the discovering and development of acting personalities. Hoyt Bowers continues as Warner Bros. casting director, in charge of casting for both feature motion pictures and the studio's television division.

Will Tour Extensively

In line with his duties, designed to strongly augment the new talent division at Warners, Baiano will make periodic tours seeking out the most promising prospects in all parts of the country.

Before assuming his new post, Baiano served as a casting executive, organizing the talent division of Warner Bros.' ABC-TV network television show, "Warner Bros. Presents."

UA Reports $102,000 1st 'Trapeze' Week

Hecht and Lancaster's "Trapeze" has set an all-time United Artists mark at the Capitol Theatre on Broadway, with a first week gross of more than $102,000, it was stated by United Artists.

"Trapeze," at the Fox Wilshire Theatre in Los Angeles, grossed $14,100 over Saturday and Sunday, UA reported.

In its first week at the Fox Wilshire, "Trapeze" set another all-time high with a total of $36,700, the biggest business ever done by a UA release on the West Coast, according to UA.

Backed by a huge all-media promotion budgeted at $2,000,000, "Trapeze" will have its third gala opening on Thursday (June 14) at the United Artists Theatre in Chicago.

Produced by James Hill and directed by Sir Carol Reed, "Trapeze" stars Burt Lancaster, Tony Curtis and Gina Lollobrigida. The multi-million-dollar circus thriller will open in 400 key situations during the July Fourth holiday week.

Golf Prize Donors Are Announced

A large group of prize donors for the fifth annual film industry golf tournament being sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y. on Thursday was reported yesterday by Martin Levine, tournament chairman, and co-chairmen Marvin Kirsch and Harold Rinzler.

The prize donors who include industry organizations and individuals were thanked for their contributions by Robert K. Shapirio, Cinema Lodge president, for their part in helping to make the tournament a success. They include William German, Inc., and National Screen Service which have posted the prizes for the foursome winners and foursome runners-up, and Coca Cola, Pepsi Cola, Buchanan and Co., Monroe Greenthal, Theodore Ebenstein, Amplex Corp., Shields Inc., ABC Vending Corp., Herman Wintrich of the New York "Daily Mirror," Nat Lewis, the Rowe Corp., Columbia Pictures Corp., Standard Television Corp., Mecca Laboratories and Malcolm Laboratories.

Trade Papers Donate

Also American Seating Co., Adolph Haas of Motion Picture Advertising Service, Ampar Records, "Film Daily," MOTION PICTURE DAILY, "Motion Picture Herald," "The Exhibitor," "Boxoffice," Dave Bader of Atlantic Television, Astor Pictures, Wilbar Engraving, Stanley Kolbert of Interboro Circuit, Joseph Wohl of Republic Pictures, John J. O'Connor of Universal Pictures, Mitchel May, Jr., Leslie Schwartz of Century Circuit, Phil Solomon of Gillians and Rubin, Spyros S. Skouras, Ed Churchill of Donohue and Coe and others.

Material TV Cannot Duplicate Is the Best For Films: Greene

The best formula for film produc today is to concentrate on materi that tv cannot duplicate, it w pointed out here yesterday by Cla ence Greene, producer of "Unider fied Flying Objects," at a trade pr interview. "UFO" is being distribut by United Artists.

"Video could never have handl 'UFO'," said Greene. He reveal that the film required three years research and production.

Greene also announced details of three-picture production-distributi deal which he and Russell Rouse ha concluded with UA. The first proj planned under the pact is a scre version of Doris Roberts' story, "T Adulteress," to be followed by an u titled police drama.

The third production, "The Him layas," is a documentary dramatizi the progress of man's scientific knov edge and philosophy from earli times.

Greene is in New York in conne tion with the opening of "UFO" the Mayfair today.

MPA Merchandising Unit to Report Thurs

The merchandising subcommitt of the Advertising-Publicity Directo Committee, Motion Picture Associ tion of America, will make its repo on Thursday. The subcommitt continued its deliberations yesterd in an effort to formalize its sugge tions that will be made to the f committee.

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PEOPLE

Ralph D. Hetzel, Jr., vice-president of the Motion Picture Association of America in charge of the New York office, has been elected a member of the board of trustees of Penn State College. He was one of three elected by popular vote of the school's alumni for a three-year term. Hetzel's father was president of Penn State for many years.

¤

Bob Brooks, cameraman with M.S.N.'s Toronto Branch office, has resigned effective June 15.

¤

Ed Aaronoff has been named publicity director for the MCA-TV Film Syndication Division, it is announced by **Wynn Nathan,** vice-president in charge of sales. Aaronoff was formerly with the home office of Universal-International.

¤

Albert Dezel, president of Albert Dezel Productions, Inc., Detroit, has personally taken charge of the exchange and will supervise sales. **George Rossman** has resigned his post as office manager at Albert Dezel Productions. **Ann O'Donnell,** who has been associated with Dezel for the past 15 years, will handle the booking and become office manager of the organization.

¤

Harold Temple has been promoted from assistant manager of the Plainville, Conn., Drive-in, to manager, Southington, Conn., Drive-in, by Perkos Theatres Associates.

¤

Roger Livingston, formerly in independent exhibition in upstate New York, has joined the Hartford Theatre Circuit, Hartford, as manager of the Lyric, Hartford, replacing **Michael J. Carr,** resigned.

Decision Is Upheld In 'Blacklist' Suit

LOS ANGELES, June 11.—The California District Court of Appeals today upheld the Los Angeles court in rejecting the "blacklist" suit brought against the major studios by 13 persons, demanding $2,250,000 damages each on the grounds that they had been deprived of employment "for political reasons."

The plaintiffs had charged they were penalized by the studios for refusing to answer questions put to them by the House Un-American Activities Committee in 1951.

Counsel for the group said an appeal will be taken to the California Supreme Court.

Dependent on Americans

U.S. Production in Mexico May 'Save' Workers' Jobs

Special to THE DAILY

MEXICO CITY, June 11.—Some half-dozen American pictures will be made in Mexico when the rainy season ends in the Fall, according to Alfonso Sanchez Tello, a veteran producer who is agent in Mexico City for several Hollywood companies. According to Tello, the pictures will include: "The Murder of Trotsky," "The Cult of Evil," "The Black Scorpion," "The Pagan Princess" and "The Emperor of Sonora." Bad weather, says Tello, is the only thing delaying these pictures going into work. Most of them, he added, will be largely exteriors.

According to the Picture Production Workers Union, production by Americans is admittedly the only factor that will save the Mexican film industry this year for its workers.

Considering Orson Welles

Robert Jacks reportedly is interested in producing in Mexico a version in English with an American cast of the current box office champion Mexican picture, "With Whom Do Our Daughters Associate?" Jacks, too, is mulling the proposition of producing "The Black Flag," now running in a Mexico City theatre, in English, with Orson Welles heading the cast, and in Spanish with Enrique Rambal as star.

The number of active theatres in Mexico City has been reduced to 136 with closing of several second-run houses. Total exclusion of foreign technicians from working in Mexico is being insisted upon by the technical and manual workers locals of the Picture Production Workers Union (STPC), according to Felipe Palomino, its secretary general, who insists the ban is aimed at protecting Mexican workers. However, he added, foreigners who merely want to study the workings of the locals are welcome and will be given the fullest facilities. The stand of the locals provoked the objection of Peliculas Mexicanas, oldline independent distributor of Mexican Pictures in Latin America outside Mexico. This organization contends that foreigners in studio and laboratory work will impart to Mexican pictures the "internationalism" it claims these pictures need to do bigger business abroad.

U.S. Films Vital

Reportedly, STPC people aver that production by Mexicans this year will not be enough for them and they look to Americans to spare them a grave economic depression. That opinion is allegedly seconded by the National Actors Union, to which many picture players belong. According to Jorge Martinez de Hoyos of that union, the production of pictures by Americans in Mexico this year will be a veritable lifesaver for Mexican picture workers. He revealed that all Americans pay in dollars, and at rates frequently 200 per cent higher than are stipends paid for working in Mexican pictures. Mexicans, he said, are eager to work for the Hollywoodians, whose pay far surpasses the minimum wages the Union demands.

U.K. Independents Buy Beaconsfield

LONDON, June 11.—The control of Beaconsfield Films, Ltd., has been acquired from the Government's National Film Finance Corporation by a group of independent producers. The company will continue to operate Beaconsfield Studios, which until 1950 was used by the Government's Crown Film Unit.

Peter Rogers an Official

Prominent among the producing group and new managing director of the company is Peter Rogers, husband of Betty Box, and himself a producer. John Baxter, who has produced many pictures at Beaconsfield, remains on the board of the company.

Peter Rogers, who is producing "A Novel Affair" for Beaconsfield Films, Ltd., at Shepperton Studios, said: "We plan to make five first-feature pictures at Beaconsfield each year in future. Our current picture is being made at Shepperton because Beaconsfield is at present occupied by a tv company whose contract runs until August."

British UPA Pictures Formally Organized

LONDON, June 7 (By Air Mail).—Stephen Bosustow, president and executive producer of UPA Pictures, Inc., recently announced tentative plans for the setting-up of a British branch of his organization. These plans have now been partially finalized and earlier this month UPA Pictures Limited came into existence as a registered limited company.

Bosustow is managing director of UPA Pictures, Ltd., and Ernest Scanlon, C. W. P. Grundy, K. R. Allison and A. L. Normand are the other members of the Board.

Television Included

UPA Pictures, Ltd., has been formed for the purpose of producing animated motion picture cartoons for television and theatrical presentation in this country. Currently the cartoons are being produced in the New York offices of UPA, but it is expected that within the next three months certain executives will be transferred to the London office and production will commence here.

Seek Curbs

British Renew Fight Vs. US Films on TV

By WILLIAM PAY

LONDON, June 11.—British producers are to join with exhibitors in seeking a discussion with MPAA president Eric Johnston during his visit to London next week, on the sale of American feature films for tv in Britain.

This follows a telegram sent to Johnston by the Cinematograph Exhibitors' Association, British Film Producers Association, and Association of Specialized Film Producers in February urging him to control or prevent this happening.

Difficulties Cited

The MPAA head replied that the British industry should send representatives to America to make a first-hand survey of the situation. He also pointed out that there were serious practical and legal difficulties involved in the British proposal.

Questioned on how the BFPA reconciled this anxiety with their own sale of films to tv in America, director-general Sir Henry French said:

"We draw a sharp distinction between supplying films for showing on tv in this country and supplying films for tv outside this country.

Points to Canada

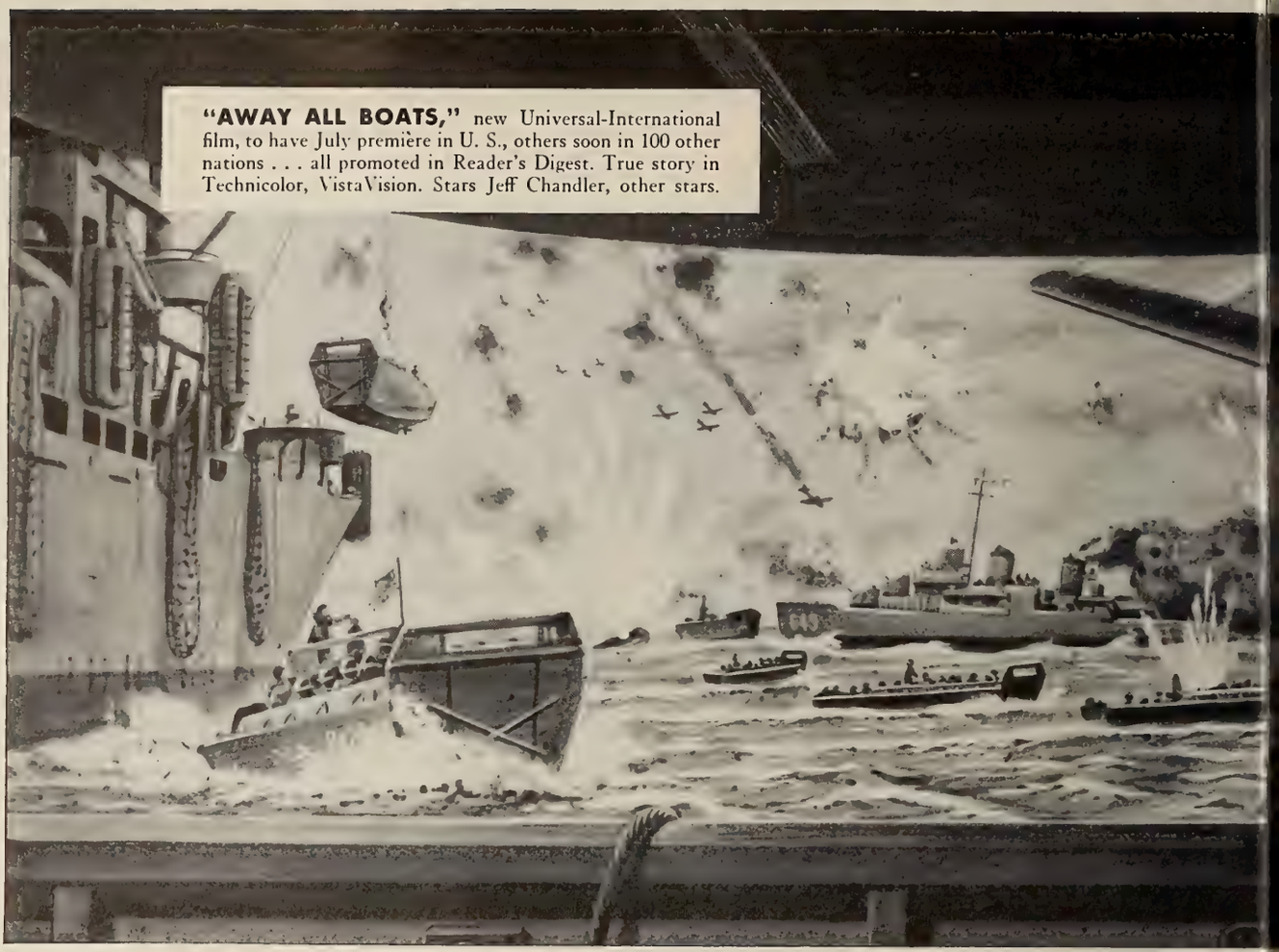
"In the U. S. the situation is different from here. We don't get an adequate showing of films in U. S. cinemas. The showing of our films on American tv so far from doing harm to the distribution of films to cinemas, may have exactly the reverse effect. Our experience in Canada and elsewhere is that the more persistently you show British films the more the populace begin to like them—and one of the ways of putting British films over is through tv. If the American producer of films for cinemas does not feel that is harmful to his interests in America, we cannot see that we should be criticized for following in the same footsteps."

'Living from Hand to Mouth'

Sir Henry added that nobody could foresee what the relationship between tv and the film industry would be during the next five years. "We are living only from hand-to-mouth," he concluded.

Preliminary approaches have now been made by industry leaders to the British Broadcasting Corporation on the controlled release of feature films on tv. At the CEA's Blackpool Convention it was decided that up to twelve new films annually from a selected pool of twenty should be offered to the BBC in return for an assurance that tv screens would not be flooded with old American films recently sold to tv interests in America.

Eric Johnston is expected to arrive in London June 19.



"AWAY ALL BOATS," new Universal-International film, to have July première in U. S., others soon in 100 other nations . . . all promoted in Reader's Digest. True story in Technicolor, VistaVision. Stars Jeff Chandler, other stars.

"We'll see action



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in 101 countries"

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Editions	Circulation
LATIN AMERICA (5 editions, 4 Spanish, 1 Portuguese)	1,622,796
CANADIAN (2 editions, English, French)	900,000
BRITISH COMMONWEALTH (5 editions, English)	1,793,673
WESTERN EUROPEAN (8 editions, 4 languages)	2,415,723
SCANDINAVIAN (4 editions, 4 languages)	900,530
MIDDLE & FAR EASTERN (3 editions, 3 languages)	547,944
UNITED STATES EDITION	11,002,672*
28 EDITIONS, WORLD-WIDE TOTAL	19,183,338

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Copyrights

(*Continued from page* 1)

of the late George G. De Sylva. His widow renewed the copyrights and granted licenses under them, and a suit was brought by the mother of Stephen W. Ballentine, the admittedly illegitimate child of De Sylva, for a share in control of the copyrights. The district court ruled that only the widow had a say, but the circuit court said both widow and children had a share in the proceeds of the copyrights, and that both were authorized to grant licenses or other non-exclusive rights.

Supported by Several Groups

MPAA, the American Society of Composers, Authors and Publishers and other groups supported the widow in her appeal to the high court, claiming the circuit court decision would hopelessly confuse the granting of copyright licenses. MPAA said that unless film companies could be sure they were getting exclusive rights to stories and music, they would be deterred from acquiring these works.

Speaking for a unanimous court today, Justice Harlan admitted that the history of the subject was confused and contradictory, but declared that "on balance, the more likely meaning of the statute to be adopted by the court of appeals, and we hold that, on the death of the author, the widow and children of the author succeed to the right of renewal as a class, and are each entitled to share in the renewal term of the copyright."

Sees 'Overstatement'

Harlan noted the argument of MPAA and other groups that the "universal" interpretation of the law had been to give exclusive rights to the widow, and said that this was "obviously an overstatement," since the U. S. Copyright Office and others had not taken that view.

Going to the further question of whether illegitimate children should have a share in the copyright, seven of the nine justices said that this should be determined by state law as to whether illegitimate children were "heirs" of the deceased. In this case, they said, California law governs and the illegitimate child is an heir.

The remaining two justices said they would give illegitimate children a share in the copyright in all cases.

Sam Trinz, 66

CHICAGO, June 11.—Burial services were held here for Sam Trinz, father of Bruce Trinz, manager of the Clark Theatre. Trinz died at 66.

SOS WHEN YOU ARE IN A RUSH FOR SPECIAL TRAILERS
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FILMACK

REVIEWS:

Behind the High Wall

Universal-International

THE COMBINATION of an off-beat crime story and ample down-to-earth suspense and dramatic action should carry this Universal-International film to a high rating. With Tom Tully, Sylvia Sidney, Betty Lynn and John Gavin in the top roles, "Behind the High Wall" emerges as a forceful dramatization of the oft-quoted slogan, "Crime doesn't pay."

Tully, who thinks more about money than other more important matters, is cast as the quite respected prison warden who is battling the civil-appointed prison committee which is considering whether to make his assignment as warden a permanent one. Miss Sidney, as Tully's crippled wife, shares his doubt that the committee will affirm his appointment. However, this is interrupted when there is a prison break and one of the convicts takes Tully along as a hostage.

Gavin, a garage mechanic, is duped into driving the get-away car. During the chase, one of the escapees kills a pursuing motorcycle cop but this all goes for naught as the get-away car speeds around a turn, crashes into an abutment and hurtles down a cliff. Al except Gavin and Tully are killed. The warden, who regains consciousness before Gavin does, manages to hide some $100,000 that one of the gunmen had previously stolen from a bank. Subsequently, Gavin is brought to trial for murder and convicted on the charge. Meanwhile, the prison committee, impressed with Tully's apparent heroism, affirms his warden appointment. But, Tully later realizes his criminal actions; he restores the money, reveals evidence that Gavin is innocent of the crime and is killed when Gavin's accomplice runs over him with a car.

As the warden, Tully is convincing and portrays the role realistically, although it is hard to believe that a prison warden would indulge in crime. Betty Lynn, as Gavin's faithful sweetheart, is pleasantly impressive.

Abner Biberman directed and Stanley Rubin produced the film from a screenplay by Harold Bloom and a story by Wallace Sullivan and Richard Polimer.

Running time, 85 minutes. General classification. For release in July.

J. E.

The First Texan

Allied Artists

HOLLYWOOD, JUNE 11

IN ELOQUENT CinemaScope with print by Technicolor, Allied Artists executive producer Walter Mirisch herewith presents trade and public with a forthright and fascinating presentation of the career of Sam Houston from the time when he arrived in Texas in 1832 until he'd led the Texans through war with Mexico to independence and became president of the Republic of Texas. With Joel McCrea giving the Houston role an earnest, powerful performance under Byron Haskin's steady direction, and with a cast numbering hundreds supplying impressive support, the production stands high among the season's attractions as entertainment.

Production excellence, showmanship judgment and universality of appeal combine to promise substantial box-office success.

The story and screenplay by Daniel B. Ullman open with Houston's arrival in Texas, following his unhappy political experience in Tennessee, determined to lose himself in peaceful practice of law. Almost immediately he becomes associated intimately with James Bowie, Stephen Austin, William B. Travis, Davy Crockett and others destined to figure heroically in the revolt of the Texans against the Mexican Santa Ana's cruel role, but he resists the impulse to join them until asked by U. S. President Jackson to do so. He then leads the Texans to their victory over Santa Ana in the Battle of San Jacinto and accepts presidency of the new nation. (Felicia Farr is the girl in the romantic phase of the story.)

CinemaScope and Technicolor are put to superb use in the many sequences of marching forces across Texas terrain and in the finely produced Battle of San Jacinto which is the film's highest point. Cinematographer Wilfrid Cline rates special praise for his striking photography. Richard Heermance acted as associate producer.

Running time, 82 minutes. General classification. For June release.

WILLIAM R. WEAVER

Networks

(*Continued from page* 1)

president of the Columbia Broadc ing System; Robert Sarnoff, presid of the National Broadcasting Co., Robert Kintner, president of Ameri Broadcasting Co., testify in defe of charges of monopoly and ot alleged malpractices in network op ations.

Stanton will be the first witn taking the stand tomorrow. Sarn will appear on Thursday and Kint on Friday. There will be no hear session on Wednesday. CBS ABC affiliates will testify next we it is indicated.

'Reckless,' Says Stanton

Stanton, who issued a denial releasing a document, "Network Pr tices," which he will use as a supp ment to his testimony tomorrow, ch acterized the monopoly charges "reckless and unsubstantial." pointed out that CBS last year ceived only 20 per cent of the advertising dollar and only 3.2 cent of the total expenditures for forms of national advertising.

He also pointed out that stati in major markets, serving 52 per c of U. S. television families, receiv only 31 per cent of all tv reven in 1955. It also emphasizes that network, through discounts a through other economies effected advertisers, actually operates to crease the flow of revenues to sma market stations.

Navy, U-I to Host 'Boats' Screening

Launching of the United Sta Navy's promotional cooperation w Universal-International on "Away Boats" in this area will take pla next Tuesday, when the Third Na District, which has its headquarters the Brooklyn Navy Yard, helps U play host to press, syndicate, mag zine and television and radio pron tional representatives.

The day at the Brooklyn Na Yard which will be climaxed by a sp cial screening of "Away All Boat aboard the U. S. Navy aircraft carr "Champlain" for some 2,000 of t crew and invited guests, will be si ilar to the Army's launching of promotional cooperation with U-I the record breaking "To Hell a Back" last year.

Ealing Studios Now Ealing Films, Ltd.

LONDON, June 8 (By Air Mai —To avoid confusion following t recent disposal of the studios at E ing Green, the name of Ealing St dios, Ltd., has been changed Ealing Films, Ltd.

As previously stated, the film ma ing activities of the company co tinue at Elstree on the same sca with Major R. P. Baker as cha man and managing director, and Michael Balcon in charge of all pr duction.

ELC Suit

(*Continued from page* 1)

the defendants, Judge Dawson declared that there had been no proof offered to substantiate the allegations of the plaintiffs that their pictures had been entirely excluded and that there was no proof of the charges that the defendants had conspired and combined to exclude ELC product from their theatres.

Suit Filed in 1950

The suit was filed originally in 1950. In 1953, the action was dismissed by the late Judge Augustus Hand, who based his opinion on the theory that by releasing United Artists from the case, all dependants were released. UA had acquired the ELC pictures subsequent to the filing of the suit.

The case was appealed and, in 1955, the prior decision was reversed and a new trial ordered.

See No Labor Strife At N.Y. Coliseum

After exhaustive investigation by TESMA's executive secretary of what had been reported as "labor's jurisdictional conflicts" at the New York Coliseum, the situation reportedly is merely a "tempest in a teapot," confined to one show. On the basis of talks between the representatives of the Teamster's Union, the Exposition Handlers Union and the Carpenters Union with TESMA officials, assurances have been given that only what-ever labor is required will be charged for at the Coliseum at the forthcoming IDA-TESMA convention.

Lewis Confident

Merlin Lewis, executive secretary of TESMA, announces that he expects no labor trouble whatsoever for the TESMA show, although he expects that costs will be somewhat higher than for the Chicago Show. According to Lewis, the disputes were chargeable to inexperience on the part of one exhibitor and one show manager. The first real trade show, the Plastics Show, moved into the Coliseum June 4, and continued their move in June 5 and 6. According to Lewis, as of June 6 there was not the labor dispute and all units operated.

Astor Slate Listed By Fred Bellin

Fred Bellin, president of Astor Pictures Corp., yesterday announced an active schedule for forthcoming product for the company. Besides "Fear," "The Dynamiters" and "Passport to Treason," all previously announced by Bellin, others, due all 1956 releases, are "Hour of Decision," starring Jeff Morrow; "Black Tide," starring John Ireland; "The Uninvited," starring Alex Nicol, and "Men of Sherwood Forest," starring Don Taylor.

According to Bellin, the latter was purchased this week and the three starring Morrow, Ireland and Nicol are now in production.

Cite Industry as Ally Of U.S. Armed Forces

From THE DAILY Bureau

WASHINGTON, June 11. — The motion picture industry was hailed yesterday by the Washington Military District as a "most generous and willing ally of our armed forces."

Motion Picture Association president Eric Johnston received a citation from Major General Donald P. Booth, Army Assistant Deputy Chief of Staff, during a special retreat review ceremony here. The citation applauded the exploits of photographers during combat operations, the industry's supplying films free to military men in combat and isolated areas, and the personal appearances at military posts by film stars.

Aurelio

(*Continued from page* 1)

the affidavit, stated yesterday that his brief, in essence, states that stockholders of 20th-Fox had adequate time to inspect the settlement since notices were sent out by the company three weeks ago.

He said that Justice Thomas A. Aurelio will now decide on the settlement on the basis of all papers filed with his court. He also pointed out that the minority stockholders did not object to the settlement, but just to the amount of time which they have had to investigate it.

Nat'l Sales Meeting Scheduled by AAP

The over-all sales plan for Associated Artists Productions' library of Warner Bros. produced features and cartoons, which will be available for telecasting next month, will be discussed at a national sales meeting of AAP which is scheduled for Friday and Saturday at New York's Biltmore Hotel.

The library involves 754 features arranged in 13 groups while the cartoons, from the "Looney Tune" and "Merrie Melodies" series. General sales manager Bob Rich will conduct the meeting together with Donald Klauber, director of station sales, and Paul Kwartin, director of national sales.

Charles Zenker, 81, Press Book Printer

Charles Zenker, 81, long a leading printer of pressbooks and other promotion and advertising material for the motion picture industry, died here at St. Clare's Hospital following a heart attack.

Zenker, a member of the Motion Picture Pioneers and the Associated Motion Picture Advertisers, was head of the Prospect Press and James McCann Co.

He is survived by a daughter, Mrs. Harry K. Lowe, a granddaughter, Michaella Lowe, and a brother, Herman Zenker.

Dividends

(*Continued from page* 1)

through May of this year totalled $10,476,000, compared with $10,876,000 in the like 1955 period. Commerce noted, however, that the 1955 total included $912,000 paid in April, 1955, by Chesapeake Industries as accumulated arrearages on preferred stock. Were it not for this, Department officials said, the 1956 total would be above 1955.

Payments Put at $1,703,000

Payments in April, 1956, were put at $1,703,000, compared with $2,313,000 in April, 1955, when Chesapeake Industries made the payments on arrears. Payments last month amounted to $1,740,000, compared with $1,703,000 in May, 1955.

Two Rejoin BFPA

LONDON, June 11. — Shepperton Productions and British Lion Studio Company are to rejoin the British Film Producers Association. This was announced by John Davis, president of the BFPA, at this month's executive council meeting.

These two companies withdrew their membership when Sir Alexander Korda broke away from the Association in 1952. Although official representatives have not yet been appointed, it is expected that Sir Arthur Jarratt and Harold Boxall will now rejoin the BFPA's executive council.

TENT TALK

Variety Club News

PITTSBURGH. — Variety Club, Tent Number One, will sponsor a Gay Nineties Ball on June 30 in Hotel Schenley Park. The occasion marks the closing of the historic hotel before the University of Pittsburgh takes it over for offices and classrooms. Proceeds from the ball will go to the Variety Club's Camp O'Connell, a summer vacation resort for underprivileged children, which will open its new season on June 24.

△

ALBANY.—Tickets are being sold and prizes are being solicited for the 15th annual Variety Club golf tournament and dinner at the Shaker Ridge Country Club in Colonie, June 25. The fee is $10. Former chief barker Nate Winig is general chairman.

U.K. Group to Rome

LONDON, June 11.—BFPA president John Davis, managing director of the Rank Organisation; Sir Henry French, director-general of the BFPA, and Anthony Havelock Allan, flew to Rome yesterday for talks with ANICA, the Italian film industry organisation. Davis will also attend the Rank Organisation's Italian sales convention.

WARNER BROS. TRADE SHOWINGS JUNE 15th



ALAN LADD · ROSSANA PODESTA

"SANTIAGO"

FROM WARNER BROS. IN WARNERCOLOR

ALSO STARRING LLOYD NOLAN AND CHILL WILLS · SCREEN PLAY BY MARTIN RACKIN AND JOHN TWIST

PRODUCED BY MARTIN RACKIN · DIRECTED BY GORDON DOUGLAS

ALBANY
20th Century-Fox Screening Room
1052 Bway · 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway · 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. · 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. · 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. · 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. · 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. · 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. · 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. · 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES
Fox Westcoast Sc. Rm.
1837 So. Vermont Ave. · 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. · 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. North · 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. · 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. · 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. · 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. · 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies · 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South · 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. · 10:30 A.M.

Shor Voices Sharp Reply to Distributors

(*Continued from page* 1)
information given by Phillips consisted of "half-truths." Shor was particularly bitter over Phillips revealing what Shor regarded as confidential data taken from his books, which were submitted in connection with an anti-trust suit. He charged that Phillips abused his privileges and mal-used the information.

Says He Speaks for Smaller Units

Shor pointed out that at exhibition's hearings before the SSBC, he was not pleading for himself nor for the larger theatres, of which he owns two, but as the president of Allied in behalf of the small independent exhibitors, "who were being ruined by the actions of the distributors."

As to Philips's statements made before the SSBC, Shor said that the "efforts on the part" of Phillips to insinuate income tax irregularities against the Shor companies were "despicable." All the income tax returns of the companies that have thus far been audited have been cleared by the Internal Revenue Service, he said.

Discusses 'Two Automobiles'

Shor said that it would be "interesting, indeed," to look at the Paramount income tax returns and see if deductions are taken by the company which would be as rigorously honorable as in the case of the Shor companies. "The reference to the fact that S & S Amusement Corp. has two automobiles, is ridiculous. In addition, for his own private use," the affidavit said, Shor has two cars in his own name, which he paid for, and for which he pays all expenses.

The necessity of the station wagon for use in connection with the theatre is very apparent, the national Allied leader said, adding that the Cadillac car is also a necessity because of the important factors in any successful theatre operation is showmanship and promotion. "Travel between theatres requires transportation, and when there are visitors in town, it is important to impress them, and also when occasionally movie stars come to town in connection with the promotion of a picture, a Cadillac comes in very handy," he said.

Points to 'Main Trouble'

"The entire attitude and half-truths in the statement . . . indicates one of the main troubles that the exhibitors are having," Shor said in the affidavit. "It is apparent that Paramount resents the fact that any exhibitor should be reasonably successful," he stated. Shor said that it would be a bad day for this country if here, where free enterprise "has been the cornerstone of the success of our system, the distributor were permitted to dictate how much any exhibitor is going to be permitted to make." They do their best to take everything they can away from exhibitors," he said, adding that "in fact, Paramount particularly, when negotiating for film rental and settlements, uses as an attempted criterion, not how much Paramount is getting, but what they are going to permit the exhibitor to have left."

Shor also attacked the charge that he would not play Paramount product, mentioning certain visits by Paramount Pictures executives and their offerings of product. He said that "he would play their films whenever he could get a chance, if the picture was at all suitable, in his opinion." He went into details on the Paramount executives offering such films as "The Desperate Hours," "We're No Angels," "The Rose Tattoo" and "Birds and the Bees," which he said he rejected, and "The Man Who Knew Too Much," which he accepted.

Opposes Reagan Statement

Shor also stated that Reagan's statement that the bidding requested by Shor, and that the distributors did not attempt to create a bidding situation between independents in his area, is shown to be untrue by M-G-M's own actions. The bad faith by Metro is further shown in the case of "Guys and Dolls" when the Colonial Theatre wanted the film, and offered the company as good a deal as M-G-M could expect from any similar theatre in a similar town, and even though the Paramount in Middletown did not want the picture, M-G-M refused the Colonial the picture, Shor said.

Recounts Sober's Phone Call

He also made mention of a call placed by M-G-M's attorney, Pincus Sober, to the company's representative in Cincinnati in reference to Middletown. Shor said that Sober informed the man that he "had so screwed up" the situation and so badly handled it, that he did not know how to render a legal decision with respect to clearances and availability.

Shor said that in Reagan's prepared statement, he maintained that Loew's was always willing to make adjustments in agreed film rental after a picture ran and did not do as well as expected, and that Loew's branch managers have authority to make such adjustments. He pointed out that on June 1, 1956, Loew's sales representatives have been advised that on the M-G-M picture, "I'll Cry Tomorrow," there will be no adjustments.

'Loose Manner of Speaking'

"This illustrates the loose manner of speaking of the distributors' representative before the committee, and how little credit can be given to many of their statements," Shor said.

In conclusion, Shor reiterated, since misrepresentations have been made concerning the figures involved in operations in which he is interested, that he is willing to furnish the committee for its confidential executive use only, not merely the income tax returns and financial records of all companies in which he is interested, but his own personal income tax returns and records as well.

Calls Attack 'Personal'

Shor said that he is not surprised that, instead of revealing the truth, the film companies, as shown by the example of Paramount's lawyer, preferred to make a personal attack on him and Abram F. Myers, Allied's general counsel, as leaders in the fight for fair treatment of the independent exhibitors, in order to distract attention from the voracious practices of the distributors which, "if not halted, will doom the small exhibitors to destruction."

Reaves Eason Dies

HOLLYWOOD, June 11.—Reaves Eason, 65, pioneer motion picture director, died here. Starting in stock and vaudeville, he joined the American Film Co. in 1913 as a director, later directed for Fox, Universal, MGM and Waldorf Productions. He made over 200 films and also was responsible for the chariot sequences in "Ben Hur." In recent years he directed the "Lone Ranger" television series. He is survived by a widow, a sister and a brother.

Myers Says Department of Justice Takes Sides With Distribution on All Issues

From THE DAILY Bureau

WASHINGTON, June 11.—Allied States Association general counsel Abram F. Myers said that the Justice Department's statement to the Senate Small Business Committee shows that the department "automatically sides" with the distributors against the independent exhibitors.

Terming the report "Judge Barnes' brief for the defendants," Myers said "the statement will not surprise anyone in Allied, where it is a subject of outraged comment that the anti-trust division as now constituted automatically sides with the film companies on all issues between them and independent exhibitors."

"On the legal questions involved," Myers continued, "we are convinced we are right and Judge Barnes is wrong. We cannot understand his refusal to test those questions in properly-planned and efficiently-handled proceedings to enforce the decrees."

Myers called attention particularly to Barnes' comments on pre-releases, advanced prices and theatre acquisitions by divorced circuits.

Myers is scheduled to make public tomorrow his detailed, 51-page statement filed with the Senate Committee answering distributor testimony.

U.S., Canadian Actor Sign 'Mutual Aid' Pa

From THE DAILY Bureau

HOLLYWOOD, June 11. — A clasped hands across the Can border today when Screen A Guild national secretary John L. announced the signing of a "m aid and assistance" agreement the Canadian Council of Authors Artists under which the SAG CCAA pledged to respect each ot wage scales.

Under the agreement, membe each union may work in the union's country for eight weeks out joining its union.

Whitney

(*Continued from page* 1)
treating "Chang" in this manner, cording to the informant, with expected to exceed $100,000. this method, it is calculated, abou per cent of the new versions "Chang," now in production wit camera unit in the field, will co of converted scenes from the orig picture released in 1927. In com with other films shot in standard mensions, this "Chang" footage be turned out in straight or ana phic prints by Technicolor.

UK Plan to Tax U.S Executives Droppe

LONDON, June 8 (By Air Mai The Government is not to proc with its controversial Clause Nine the Finance bill which would have American film executives domic here. The clause proposed that eigners working in the U.K. would taxed at U.K. rates on the whole their incomes.

During a long debate in the H of Commons, Conservative P MPs were highly critical of the m and in reply Chancellor of the chequer Harold Macmillan said had come to the conclusion that "logic of the tax code should yiel expediency."

Plan Special Progra For 2 MGM Films

Special sales and promotion grams are currently being planned M-G-M for two of its upcoming p ductions, "High Society" and "So body Up There Likes Me."

Both Charles Reagan, vice-pr dent in charge of sales, and How Dietz, vice-president and director advertising, publicity and exploitati are mapping promotion and exhibit plans for both attractions and sel tive bookings to be preceded by increased publicity and advertis campaign.

Reagan disclosed that "The Fast Gun Alive" will be released in Ju "Somewhere I'll Find Him" will released in August.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 114 NEW YORK, U. S. A., WEDNESDAY, JUNE 13, 1956 TEN CENTS

oldenson Says

AB-PT Looks To Europe As A TV Market

elations Now Set Up or Future Expansion

By LESTER DINOFF

American Broadcasting-Paramount heatres has established a relationip with European television interts with an eye toward future exansion there, was said here esterday by B-PT president Leonard . Goldenson, ho returned rom Europe board the Queen Elizaeth," along ith George hupert, president of ABC ilm Syndicaon.



L. H. Goldenson

Goldenson said that the purpose of (*Continued on page* 6)

USIA Film Branch Allotted $7,000,000

From THE DAILY Bureau

WASHINGTON, June 12.—Both ouse and Senate have approved a ompromise decision to give the U. S. formation Agency $113,000,000 for s operations during the year starting (*Continued on page* 6)

'resident's Illness Ialts D.C. Parley

From THE DAILY Bureau

VASHINGTON, June 12.—The White ouse conference scheduled for today a ways to promote world understandg has been postponed until the Presdent has recovered from his illness nd can attend.

Paramount studio head Y. Frank reeman, actor George Murphy and BS president Frank Stanton were mong those invited to attend the onclave on international relations.

Stanton Tells Senate Committee

TV Network Practices Should Be Measured By Impact on Public

From THE DAILY Bureau

WASHINGTON, June 12.—Every proposal for change in television network practices should be measured in terms of its effect on the public, Columbia Broadcasting System president Frank Stanton urged the Senate Committee on Interstate and Foreign Commerce today. Stanton was the first and only of the network executives to give testimony in the committee's inquiry on network television practices. He will continue on the stand tomorrow afternoon.

He pointed out that "proposals for change must first, last and always be subjected to this fundamental test; not how will the change affect particular stations or groups of program suppliers or scenic designers, but how will it affect the public? Will the change improve or degrade what the public is getting? Are you sure that the change will add to the public's fare or may the change involve the grave risk, instead, of taking away from the public that which it has demonstrated it wants?"

In the field of mass communications, he said, "nothing can serve the (*Continued on page* 4)

For Next 2 Years

Aboaf Asserts Foreign Scene Is Encouraging

Universal-International's outlook in Continental Europe during the next two years is highly encouraging because of the company's product lineup, manpower and hard work in selling its pictures, Americo Aboaf, vice-president and general sales manager of Universal International Films, Inc., stated here yesterday, following his return from France, Germany and Italy, where he presided at regional sales meetings.



Americo Aboaf

Declaring that business will be generally good for the industry, Aboaf said that Universal-Interna- (*Continued on page* 4)

Kazan First to Use Gold Medal Studio

Elia Kazan's Newtown Productions will produce "A Face in the Crowd" at the old Biograph Studios in the Bronx, which recently took on a new lease of life when Gold Medal Studios, Inc., made a long term leasing arrangement. The Kazan production will be the first to be set for the revamped studios, now undergoing a complete modernization program under the supervision of Milton Glass. When completed, the studio is ex- (*Continued on page* 6)

GPE-Graflex In Stock Swap

General Precision Equipment Corp. has called a special meeting of stockholders to be held on July 10, to consider a charter amendment increasing the authorized shares of preference stock from 25,000 to 1,500,000 and the authorized common shares from 2,000,000 to 3,500,000. The authorized preferred stock would remain unchanged at 500,000 shares.

The immediate reason for the (*Continued on page* 6)

Production Center For Midtown, N.Y.

The return to New York of permanent, full-time theatrical motion picture production may become a reality with the announcement of the creation of Production Center, Inc., two fully-equipped modern sound stages of 10,000 square feet each in a converted building in Manhattan, on W. (*Continued on page* 6)

Rebuttal

Myers Urges SBC to Act to Obtain Relief

Says Distributors Must Be Shamed or Forced

From THE DAILY Bureau

WASHINGTON, June 12.—Contending that distributors' charges against exhibitors at the Senate Small Business subcommittee hearing here May 21 and 22 "are trivial and of no force, when analyzed," Abram F. Myers, Allied States chairman and general counsel, today told the subcommittee that distributors "will take no steps to improve conditions unless they are shamed into doing so or suitable legislation is recommended for enactment by the next Congress."



Abram F. Myers

Myers' conclusions were contained in a 26-page rebuttal brief filed with the subcommittee, in which he replied to distributor testimony at the May hearings on such subjects as ar- (*Continued on page* 6)

Wis. Allied Halves Membership Dues

Special to THE DAILY

ELKHART LAKE, Wis., June 12.—The board of directors of Allied Independent Theatre Owners of Wisconsin meeting here today in advance of the opening of the organization's annual convention tonight voted to reduce membership dues by half and declared a moratorium for one year to June 30, 1957, on all monies owed the organization by members.

The board's action was taken in recognition of the critical state in which some Wisconsin Allied members find themselves and in the spirit of "Let's do something on behalf of our members," which was the theme of the board meeting.

PERSONAL MENTION

B. G. KRANZE, vice-president of Stanley Warner Cinerama, will leave New York today for Kansas City.

•

LACY W. KASTNER, president of Columbia Pictures International, and BERNARD E. ZEEMAN, treasurer, will leave New York by plane today for Paris.

•

MRS. SPERIE PERAKOS, wife of the general manager of Perakos Theatres Associates, has returned to Hartford from Detroit.

•

DAN BRACHFELD, of the Magna Theatre Corp. home office executive staff, is in New Orleans from New York.

•

ALFRED HITCHCOCK and MRS. HITCHCOCK will return to England from New York today aboard the "Queen Elizabeth."

•

MANNING J. GLICK, industry veteran on the sales staff of 20th Century-Fox in Cleveland, has entered Mt. Sinai Hospital there.

•

STEVE BROIDY, president of Allied Artists, has returned to the Coast from New York.

•

ALEX HARRISON, 20th Century-Fox general sales manager, returned to New York yesterday from the Coast.

•

R. EDWARD WARN, Westrex Corp. vice-president, has returned to New York from Hollywood.

•

DOUGLAS SEARLE, British director, will arrive here tomorrow from London via B.O.A.C.

•

JOSHUA LOGAN has returned to New York from the Coast.

•

LINDA CHRISTIAN will leave here today for London via B.O.A.C.

•

STEPHEN PALLOS, producer, has arrived in New York from London.

•

FRITZ LANG, director, has returned to Hollywood from New York.

M-G-M Sets Sneaks

M-G-M will hold sneak previews of "Somebody Up There Likes Me" in all exchange areas on July 2. Representatives from all phases of the industry will be invited as well as members of the press, radio, television and special newspaper and magazine writers. Each invitation will be extended for the entire family as the special guests of M-G-M.

MPAA Sponsoring 'Phantom Horse' For NEA Officials

From THE DAILY Bureau

WASHINGTON, June 12.—"Phantom Horse," the new Japanese film in Eastman color, will be screened at a special showing here for officers and department heads of the National Education Association under the auspices of the Motion Picture Association of America. The showing will take place Thursday morning at the Academia of the Motion Picture Association. The film is the first foreign language picture to have been awarded the Parents' Magazine Medal.

"Phantom Horse" is scheduled to have its New York premiere this summer. Edward Harrison is releasing the film.

Arthur Jacobs Sets Up Overseas Unit

The Arthur P. Jacobs Co., public relations firm, has formed the Arthur P. Jacobs Co., Ltd., now in active operation throughout the United Kingdom and Europe. The newly-formed British corporation, which will be fully staffed with both American and European personnel, is designed to conceive and implement complete public relations campaigns for specific commercial and entertainment clients. Campaigns will include those on marketing, merchandising and sales promotion within the public relations framework.

The London law firm of Hall, Bryden, Egerton and Nicholas has been retained as legal counsel.

'Trapeze' Will Open In Chicago Tomorrow

CHICAGO, June 12. — Backed by an intensive United Artists advance campaign, Hecht and Lancaster's "Trapeze" will open here Thursday at the United Artists Theatre. The promotional campaign includes newspaper space ranging from teaser displays to double trucks, and will be supplemented by a heavy tv program and personal appearances of Burt Lancaster, director Carol Reed and producer James Hill.

The opening follows similar premieres at the Capitol Theatre in New York and the Fox Wilshire in Los Angeles.

SPG Membership At All-Time High

HOLLYWOOD, June 12. — The membership of the Screen Producers Guild today attained an all-time high, 150, with the addition of Harold Hecht, membership committee chairman Walter Mirisch announced.

Altec Finishes Tour Of Press Caravan

Altec Service Corp.'s campaign to stimulate the box-office via newspaper feature articles dealing with the various new sound techniques employed in local theatres continues to receive cooperation on the part of various exhibitors and newspapers throughout the country, the company reported. The Altec promotional caravan in selected areas of the United States has returned to New York, following consummation of a tour embracing Iowa and Minnesota.

Special photographic stories illustrating the work of Altec engineers in the booths of the St. Louis Park Theatre, Minneapolis, and the Carroll Theatre, Carroll, Ia., are scheduled for publication in the Minneapolis "Star" and the Carroll Daily "Times-Herald."

Bert Ennis, director of publicity for Altec Service, is receiving requests from exhibitors in various parts of the country for material which will enable theatres to put the Altec campaign into effect in cooperation with Altec field representatives and the local newspaper Ennis said.

Saltzman Film Plant Established in Italy

An international production center for television and theatrical films has been established by Harry Saltzman, producer of tv and feature pictures, at Pisorno Studios, Tirrenia, Italy.

Saltzman, in New York to deliver the first print of "The Iron Petticoat," his Katharine Hepburn-Bob Hope feature film produced abroad for M-G-M release, disclosed that he has acquired a long-term lease on the modern four-stage plant located between Pisa and Leghorn on the Mediterranean Sea.

Shirley Jones in Pitts.

PITTSBURGH, June 12.—Shirley Jones will arrive here tomorrow to prepare for the opening Thursday of Rodgers & Hammerstein's "Oklahoma!" in Todd-AO at the Nixon Theatre, under the sponsorship of the Pittsburgh Playhouse, which gave Miss Jones her professional training. A native of nearby Smithtown, Pa., she will greet residents in Mellon Plaza here as part of the opening activities. Business and civic establishments in the town of 800 will be closed to permit the entire populace to make the Pittsburgh visit.

Don George, 49

NEW ORLEANS, June 12. — Don George, 49, former president of Allied Theatre Owners of the Gulf States and a prominent Louisiana theatre operator, passed away here. Survivors include his wife, and a daughter.

. . . NEWS ROUNDUP

AMPP Host to Students

The International Committee o the Association of Motion Pictur Producers was host in Hollywoo yesterday to university students from 11 foreign countries, who ar departing for their homes followin graduation. The party was escorte through the M-G-M, Paramount an 20th Century-Fox studios.

■

Seek "Miss Star Texas"

A search for "Miss Star Texas" i Houston, Dallas, Fort Worth and Sa Antonio will precede the world pre miere of "The First Texan," sched uled for today at Houston's Majestic Theatre. Winners in each city wil compete for the honor at the pre miere festivities.

■

UPA Credit Union Formed

Employees of UPA Pictures and it subsidiary, UPA Enterprises, Burbank Cal., have formed their own credi union, according to the Bureau o Federal Credits Unions. There ar now 13 such unions serving employe in the motion picture industry.

■

Conn. Theatre Closes

Carim E. John has closed the sub sequent-run Strand Theatre in Wil limantic, Conn. He announced no re opening plans, which leaves the city with only two houses, the Stanley Warner Capitol and Jason Enter prises' Gem, both first-run.

■

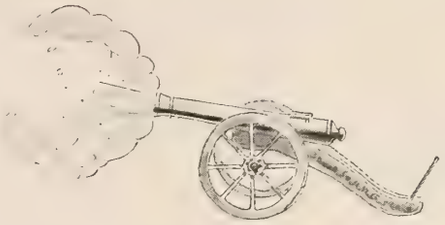
Alaskan Theatre Burned

Fire of undetermined origin de stroyed the Coliseum Theatre, Ketchi kan, Alaska, with losses to theatre and equipment of more than $60,000 The theatre was empty at the time of the fire.

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You are cordially invited to see what all the shooting is about at the nationwide

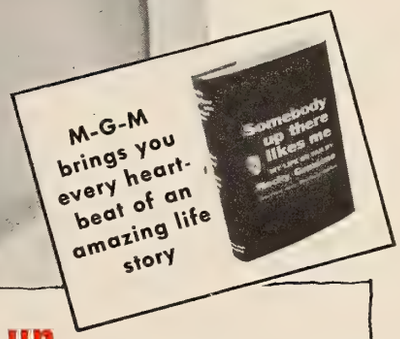
THEATRE PREVIEW

of M-G-M's Talk-of-the-Industry smash

"SOMEBODY UP THERE LIKES ME"

In Exchange Cities from June 27th to July 2nd inclusive. Invitations are in the mail.

The word is getting around that M-G-M, producers of "I'll Cry Tomorrow", have struck another gold-mine. Life-inspired, it holds audiences spellbound with its heart appeal and power. We want you to see for yourself. That's why we're showing it in Exchange cities nationwide. Local press, radio, TV and other opinion makers will be there. Circuit heads, bring your Managers. They haven't had a lift like this in a long time.





with **Everett Sloane** · **Eileen Heckart** · and **Sal Mineo**
Screen Play by **Ernest Lehman**
Based on the Autobiography of **Rocky Graziano**
Written with **Rowland Barber**
Directed by **Robert Wise** · Produced by **Charles Schnee**

★

(Available in Perspecta Stereophonic or 1-Channel Sound)

Aboaf

(*Continued from page* 1)

tional's business this year will at least be as high as last year's record and may surpass all company records as soon as certain economic and other issues are settled.

Aboaf pointed out that the credit squeeze in Italy, coupled with the impact of television, "especially in Northern Italy," has made its mark on motion picture business. He said that Italian exhibitors are affected by the Thursday evening Italian quiz version of "The $64,000 Question," which has great popularity. Aboaf said that theatremen in Italy have been projecting the tv program on their motion picture screens in place of a short subject.

In discussing France, Aboaf said that Universal should do very well in that market despite license limitations. He said that business will be good there despite "this handicap." Aboaf, in commenting on Germany, said that this territory is rapidly growing in stature and that business continually is improving.

'Paradise' Bow Set

Tudor Pictures production of "Crowded Paradise" will have its world premiere at the World Theatre here on June 20.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

ABC-TVeep John Daly has authored a clever little piece of crystal ball gazing in which he deals with the methods of U. S. Presidential conventions coverage in April, 1984. Daly sez that, and we quote: "The conventions are scheduled to be held in Texas this year by mutual agreement of the Democrats and Republicans . . . because Texas is the first state in the Union to become completely air-conditioned, artificially, importing same from the 52nd State, Byrdland, down around the South Pole," unquote. . . . Contrary to rumors, "The Ernie Kovacs Show" will not leave its NBCurrent tv morning stint when it summer-replaces "Sid Caesar's Hour," starting July 2, but will maintain both skeds. Produced by Perry Cross and directed by Barry Shear, the evening series will have Harry Sosnik as musical director while Archie Koty will continue as musiconductor for the ayem chores. Incidentally Archie will marry the beautiful and talented concert pianiste, Eileen Sanders, Saturday and will honeymoon in Miami.

☆ ☆ ☆

A low bow to a courageous and unselfish lady, Mrs. Jean Blake, who, upon the untimely passing of her husband, George, stepped into the breach, assumed the presidency of George Blake Enterprises and not only continued the firm's operations, thereby saving the jobs of numerous employees, but even expanded the scope of the motion picture and tv coverage by the acquisition of additional space at 1600 Broadway. . . . William Morris Agency has set the following talent for forthcoming summer and fall shows: Terry Ryan, writer of the new Buddy Racket series, "Stanley," (NBC-TV) Norman Liebman, to script the new "Steve Allen Sunday Show," the new NBChallenge to Ed Sullivan, and Don Appell to produce-direct the new "Vic Damon Show," which tvees off Monday, July 2, over CBS. Selma Diamond and Jerry Seelen will be co-writers with Tutti Camaratta piloting the ork.



Jean Blake

☆ ☆ ☆

If children all over the globe were to vote for the one man to become "president of the whole world," that man would be none other than Danny Kaye, who recently returned from a tour covering more than 100,000 miles where he made millions of grown-ups and moppets alike happy. When Kaye opens a week's engagement next Thursday at the Carter-Barron Amphitheatre in Washington, D. C., he'll make a strong pitch for the Partridge Schools for retarded children at Gainesville, Virginia, a non-profit, non-endowed organization founded in 1954 by the George Everett Partridge Memorial Foundation and headed by Mrs. Miriam Partridge Speck. . . . Several years as "Gal Friday" to Maggi McNellis, and Lillian de Gore becomes private secretary to Ernie Kovacs. (From beauty to the beast??? Down, Ernie, down.) . . . After 30 years in the shadow of the 6th Ave. "L" and later Radio City, Irv Sheib has moved his Q. Q. Motion Picture & TV Title Co. to larger quarters at 247 W. 46th St. in Gotham. . . . Betti Andrews, Miss Kentucky of 1949 and wife of NBC's newest tv and radio luminary, Johnny Andrews, has been quite active these past few weeks, having worked in two forthcoming motion pictures, Alfred Hitchcock's "The Wrong Man" and Billy Wilder's "I Cast No Shadow."

☆ ☆ ☆

Producer Walt Framer has come up with a fine new quiz package, "Futures Unlimited," in which high school students will vie for prizes which will guarantee winners college tuition. Such a series is a natural for sponsorship by a civic-minded national utility firm. . . . Irving Mansfield's "This Is Show Business," formerly seen on CBS, will return to video next Tuesday and will originate from the NBCentury Theatre in the 8:30-9:00 P.M. EDT slot. Hazel Bishop will sponsor for Once a Day Cosmetics thru Raymond Spector Co., Inc. . . . Robert Q. Lewis will be guest panelist on "What's My Line?" CBSunday—third time in five weeks. (The initials, R. Q. L. must stand for Reliable Quiz Laffgetter). . . . In less than a month since the Warner Bros. feature films were offered to telecasters by Associated Artists Productions, sales in various markets around the country include deals for all of the 13 groups totalling 754 pictures. Mrs. Hyman (Elliot, Ken and Frederick), Bob Rich, Jay Smolin and their associates are moving in high gear.

Stanton

(*Continued from page* 1)

American public more broadly than the instantaneous national interconnection which the networks alone supply—on a continuing basis." As an example, he pointed out that "only a network is equipped to cope with the complexities of covering the conventions this summer."

Stanton said his network does not constitute a monopoly by "any meaningful definition" and he also denied the charge that networks discriminate against the use of independently (non-network) produced programs, saying the CBS policy "is to place the right program—regardless of its source—at the right time."

Addressing himself to "the charge that the heads of networks exercise an arbitrary and capricious power over what the public sees or does not see on television," he said, "it is absolutely impossible for networks or their officers . . . to deny public taste . . . or to manipulate public taste to their own ends."

Defends 'Option Time'

Concerning option time, Stanton testified that, contrary to charges, it does not interfere with the competitive functioning of the industry. (Option time is an arrangement under which an affiliated station generally agrees to accept during certain hours sponsored programs offered by the network.) "Without option time or something equivalent," he said, "the network function would be emasculated. With it would go so much of the magic of live television. The vast majority of stations, and all of the public, would be the loser."

The CBS president emphasized the complexity of networking and the need for knowing the facts since . . . "all of its parts are closely interrelated, and no part can be examined in isolation from the others."

Senator Bricker (R., O.) declared that Stanton had painted a convincing picture of the importance of tv networks, and that this importance merely proved the need for federal regulation of the networks in the public interest.

Ruff Acquires Astor New Eng. Franchise

BOSTON, June 12.—Edward Ruff Film Associates, Inc., here, has acquired the franchise for the New England territory of Astor Pictures.

Ruff announced that this gives him the entire backlog of Astor product for theatrical release in the New England states. New product will include the 1956 releases already produced and three in production.

Kubayashi Is Host

Fusao Kubayashi, president of Toho Films of Japan and chairman of the board of the Japanese Production Code Administration, was host at a luncheon held at the Savoy Plaza Hotel here yesterday for top foreign distribution executives of the major companies.

National Pre-Selling

The campaign for "Away All Boats"



One of a series of color ads which will appear in national and international magazines.

THE first motion picture advertising campaign which includes the powerful international editions of "Reader's Digest" has been launched by Universal for "Away All Boats." All 27 of the overseas editions of "Reader's Digest," as well as the domestic edition with an aggregate readership of over 65 million, will carry this advertising.

That is in addition to the 12 national magazines scheduled for this two-color campaign: "Look," "Collier's" "True," "American Weekly," "Family Weekly," "Boys' Life," "Modern Screen," "Screen Stories," "Movieland," "Silver Screen," "Filmland" and "Screen Stars." Those 12 have a combined readership of over 150,000,000.

The campaign for "Away All Boats" also includes a billboard posting featuring the attention-compelling Day-Glo process, in 42 key areas covering more than 400 suburban districts.

•

In "The Editor Speaking" department appearing in the June issue of "True" magazine, Doug Kennedy, the editor, gave both Carl Sandburg's and his opinion on "Away All Boats."

"Universal Pictures has made a movie of the best selling 'Away All Boats,' which Carl Sandburg called one of the best sea stories ever done.' Deponent's verdict: one of the best movies ever done about Navy life in World War II."

•

The front cover of "Life's" June 11 issue is devoted to a photo of a budding motion picture star, captioned "Carroll Baker, the movies' best new dramatic actress." A personality story of this new Actors Studio trained actress appears in the same issue. The article spotlights her first starring film, "Baby Doll," a Tennessee Williams story directed by Elia Kazan. Interest-arresting photos taken on the production sets illustrate the article.

•

A photo of Frank Sinatra getting ready for a scene in Stanley Kramer's "The Pride and the Passion" is on the lead page of the second installment of his profile appearing in the June issue of "Woman's Home Companion." The article is interesting and will be a plus factor for any picture in which Sinatra is featured.

•

"The Catered Affair," based on a play by Paddy Chayefsky has been selected as the picture of the month for July by "Seventeen."

WALTER HAAS

REVIEW:

Abdullah's Harem

20th Century-Fox

GREGORY RATOFF is the star, producer and director of this hilarious takeoff on the escapades of a fictional king (not Farouk, according to the studio). Authentic Egyptian settings help out, and Kay Kendall, the English beauty, and Marina Berti are on hand for Ratoff's, and the audience's delectation. Also present are young Sydney Chaplin, Mary Costes and Marti Stevens, all of whom do themselves credit.

Well-chosen, opulent settings, color by Technicolor a good production and first-class direction from Ratoff are assets, but the king's escapades in the boudoir as well as on the parade field are best viewed by the adult audience segment. Ratoff tears into the role of the decadent, luxury-sated, irresponsible monarch with gusto. Especially worthy of note are his eating scenes, which put to shame those for which Charles Laughton was noted in times gone by.

This king makes every mistake in the book, and while the public will know it is a fictional Hollywood concoction, some, if not all, of his inanities, have had their historical counterparts in the dynasties of Europe and the Middle East. This monarch is quite the boy. He has been making a financial profit on defective weapons for his troops, resulting in several deaths. Chaplin, a captain in the Army, is disgusted with Ratoff's childish rule, and the king, hearing of it, has him watched by his aide, Alex D'Arcy.

Wine, women and song fill Ratoff's nights, with all the ladies obeying his summons like robots. All, that is, except a fiery filly from Paris, a model, Miss Kendall, who spurns his advances and expresses a yen for Chaplin.

The people of Ratoff's kingdom finally chuck him out after one escapade too many, and he philosophically embarks on a series of pleasure tours around Europe. Miss Kendall ends up in the keeping of Chaplin, whom Ratoff, in a rare moment of generosity, frees from prison after a plea from Miss Kendall.

The screenplay is by George St. George and Boris Ingster from an original story by Ismet Regelia. Ahmed El Guindi assisted Ratoff as associate producer. A Rodi-Regelia Production, the film is released by 20th Century-Fox.

Running time, 88 minutes. Adult classification. For release in June.

LAWRENCE J. QUIRK

Harper Barry Aide In Loew's TV Dept.

Richard A. Harper has been assigned to the newly-formed television department of Loew's, Inc. He will serve in an executive capacity under the direction of Charles C. (Bud) Barry, vice-president.

Harper has been a sales assistant handling major circuit accounts under the direction of Charles M. Reagan, general sales manager.

AFTRA to Probe 'Secret Meetings'

The national board of the American Federation of Television and Radio Artists announced the formation of a special committee to conduct research into a charge made by 24 members of AFTRA's New York Local that a "secret inner group" of the local has been conducting union business at secret caucus meetings. The committee has been directed to seek information concerning these alleged caucus meetings from members and officials of the local and report its findings to the national board, which will then decide whether charges are to be brought against the New York Local or any of its members or officers.

The accusation by the 24 came in a petition received at a meeting of the national board earlier this month. It alleged that certain members of the New York Local board have been conducting secret meetings in an "undemocratic and sinister manner." Local board members "who were not in sympathy with the aims of this secret inner group were excluded, and rank outsiders who were not board members participated" in the caucuses, the petition charged.

Over 2,500,000
TRUE men
will be waiting to see
AWAY ALL BOATS

Another sensational box-office hit in VistaVision and Technicolor from Universal-International, starring Jeff Chandler, George Nader and Julie Adams.

U. I. advertises in TRUE because TRUE reaches a higher percentage of movie-going men than LIFE, LOOK, COLLIER'S or the SATURDAY EVENING POST! It's a fact: 38.7% of TRUE men went to the movies in the past week* —and probably took their families with them! Get all the facts about TRUE! Call TRUE—New York, MU 2-3606 or Los Angeles, DU 3-1211.

*Latest Starch Consumer Magazine Report



America's number 1 magazine for men

PEOPLE

Sam Chernoff, formerly IFE district manager in Chicago, has joined Sher-Schulman Art Theatres. He will take charge of the organization's local office and supervise operation of the theatres nationally. **Gil Taylor**, formerly with IFE, in Chicago, has gone to San Francisco to open up offices for Brandon Films.

□

Oscar Olson, business manager of Local 164, Motion Picture Projectionists' Union, Milwaukee, was tendered a testimonial by businessmen of the Wisconsin Club. The tribute came in acknowledgment of Olson's contribution to better labor-management relations.

□

Raphael Klein, co-owner of drive-ins at Hunter and Coxsackie, N. Y., has been nominated for assemblyman on the Democratic ticket in Greene County.

□

Thomas W. Sarnoff, director of production and business affairs for NBC's Pacific Division, has been elected a director of the Kagran Corp.

□

Franklin E. Ferguson, of the Bailey Theatres, New Haven, has been named chairman of the 1956 New Haven Christmas Seal Campaign.

□

Elihu Glass, formerly manager of the Majestic Theatre, West Springfield, Mass., has joined the Springfield office of Shearson, Hamill & Company, New York investment brokers.

GPE-Graflex

(*Continued from page* 1)

amendment is to place GPE in a position to make an offer to acquire the outstanding preferred and common stock of Graflex, Inc., of Rochester, N. Y. The proposed acquisition would involve the issue of not more than 59,445 new preference shares and not more than a like number of common shares. The remainder of the authorized common and preferred shares would be available for corporate purposes.

Under the proposed offer, GPE would issue ¼ of a share of a new series of preference stock and ¼ of a share of common stock for each share of Graflex common stock accepted for exchange, with each share of Graflex preferred stock being treated as if it were five shares of common stock.

Shares of the new series of GPE preference stock would carry an annual cumulative dividend of $1.60 per share, be redeemable at $42 per share plus accrued dividends, and each share, at the holder's option, would be covertible into two-thirds of a share of GPE common stock.

Myers' SSBC Rebuttal

(*Continued from page* 1)

bitration, clearance, availability, competitive bidding, pre-releases and specials, admission prices, distribution earnngs, production costs and product shortage.

Myers said that Allied's position has been that governmental regulation of the industry has been regarded as a last resort "in case the film companies failed or refused to take voluntary remedial action." This, he concluded, does not seem to be a likelihood.

Cites Presidents' Absence

He asserted that "Not a company president appeared (at the May 21-22 subcommittee hearings) and not a single constructive proposal was offered. This seems to indicate a lack of responsibility in high places," he continued. "The chief executives of the huge General Motors organization were not above appearing before Senator O'Mahoney's committee and, according to newspaper accounts, they thereafter put into effect reforms that were of benefit to the complaining dealers."

Myers termed the arbitration rejection by Allied and TOA, of which distribution testimony was critical and pointed, a "red herring issue." He contended that distribution had not shown that arbitration without the inclusion of film terms and sales policies would be beneficial to exhibitors in solving today's problems. If that had been demonstrated, he said, Allied's rejection of arbitration would have been open to question. However, he contended that the rejection was by the exhibitor members of Allied themselves, with their convention action having been taken on the basis of a report and discussion which convinced them that the industry arbitration plan offered them no important solutions.

Decries 'Name-Calling'

"How can the subcommittee escape the conclusion," Myers asks in his brief, "that the hullabaloo about arbitration is merely a diversionary tactic designed to divert attention from the exhibitors' grievances and as an excuse for name-calling?"

He asks the subcommittee, as a "great service" to exhibitors, to urge distributors to discontinue competitive bidding "wherever they can safely and fairly do so." He advocated voluntary product splits among competing exhibitors instead, pointing out that Charles M. Reagan, M-G-M vice-president in charge of distribution, had testified before the subcommittee that his company followed that course where possible.

Hits Special Releases

Myers also re-advocated curbs on special releases, asserting that "Unless something comes out of these hearings to call a halt (they) will rapidly increase in number."

The brief disputed the Justice Department's views of what constitutes price-fixing as prohibited by the industry consent decrees, especially the practice of a distributor inquiring of an exhibitor, in the course of negotiations for a picture, what admission price it is planned to charge.

The brief is disdainful of distributor testimony that some small, independent theatre accounts are kept on the company's books and are serviced with films at prices less than the cost to distributors. Myers tells the subcommittee the trade theory has been that costs plus profit ordinarily are recouped from large first run theatres and that income from the small late-run houses is, "if not velvet, very smooth."

Small Houses Vital, He Says

He also asserts that keeping the small houses alive is a matter of self-interest for distributors, since it is the neighborhood, subsequent run theatres that first attract and plant the film-going habit in the customers of the future.

In commenting on present-day costs of production and distribution, Myers contends that studio overhead, once charged against 60 or so pictures, now is charged to 10 or 11. He also cites executive salaries as "impressive, to say the least." The sale of pictures singly or in small groups, says the former arch-foe of block booking, is needlessly costly, adding "there is no impediment to selling on an annual basis or in large groups where competing exhibitors are not contesting for them."

Urges Plea to M-G-M

In closing, Myers suggests that the subcommittee "urge Metro to continue the open door policy established by Mr. Reagan's predecessor and in operation for many years and that it will also urge the other film companies to adopt a like attitude and policy" with respect to adjustments, even though Myers terms them "demeaning" to exhibitors, who must ask for them "hat in hand," he says.

Kazan First to Use

(*Continued from page* 1)

pected to be the largest motion picture center in the East.

A. W. Schwalberg, chairman of the board of Gold Medal, who made the announcement, also stated that Kazan's use of Gold Medal's New York City facilities confirms his belief that more motion pictures will be made in the East because producers now will have available at Gold Medal two of the largest sound stages in the country, with the added facilities of dressing rooms, rehearsal halls, showers, cutting rooms, projection rooms, carpenter shop and a commissary. The total investment, including leasehold, modernization and equipment, will exceed $1,500,000. Kazan will start filming the interiors of his production late this summer. The screenplay is by Budd Schulberg, and the picture will again unite the Academy Award winning team of Kazan and Schulberg.

Goldenson

(*Continued from page* 1)

the four-week trip abroad was "establish a relationship with Eu pean television organizations, to wo with them and help them if possib and to learn their problems."

Predicts Increased Activity

The AB-PT officer indicated th "with television rapidly growing" in an industry of a stature such as m tion pictures, "a world-wide busines his company may become more acti in tv operations abroad. It w pointed out that ABC Film Syndic tion, a subsidiary of AB-PT, current is distributing a number of its tv fil properties to foreign tv outlets. Gol enson, however, did not state ju what he had in mind as to AB-PT foreign operations in tv.

Commenting on his trip, Goldens said he found that "television h shown a rapid upsurge in Great Bri ain, especially in London where ov 50 per cent of the tv sets have bee converted to receive commerci broadcasts." He said that he ha heard reports that the motion pictu business had been seriously affecte by tv there, but these were secon hand as he did not have any discu sions with theatremen while there.

Sees a World-Wide Business

Goldenson said that while he wa in England, France, Italy and Ge many investigating television, he wa impressed with the growth of th medium. "Television will eventuall become a world-wide business, just motion pictures, and we must b ready for it," he stated.

USIA-Film Branch

(*Continued from page* 1)

July 1. This compares with $135,000 000 sought by the agency and $87 336,630 which it has this year.

Under the final bill, the motio picture branch should have somethin under $7,000,000 as its share of th total, compared with $4,466,818 thi year. Both House and Senate vetoe the agency's proposal to show Cin rama in foreign ports on a de-moth balled aircraft carrier.

The final bill also appropriate $3,593,650 for the Justice Depart ment's anti-trust division during th coming year, compared with $4,265, 000 requested and $3,464,000 avail able this year.

Production Center

(*Continued from page* 1)

26th St., and the establishment o Galahad Productions, Inc., an inde pendent producing firm, which i slated to begin filming an annual out put of features at the center.

The announcement of the initia New York challenge to Hollywood was made by Himan Brown, a former radio and TV producer, who is presi dent of Production Center, Inc., and executive producer of Galahad Pro ductions. Mende Brown will serv as studio manager for Production Center and executive in charge of production for the film-making unit.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 115 NEW YORK, U. S. A., THURSDAY, JUNE 14, 1956 TEN CENTS

bove Last Year

Universal's Net For 26 Weeks s $2,047,383

quals $2.08 Per Share n 927,254 Common

Universal Pictures and subsidiary mpanies yesterday reported earngs for the 26 weeks ended April 28, $2,047,383 after providing $1,885,-00 for Federal taxes on income. After vidends on the preferred stock, this equivalent to $2.08 per share on e 927,254 shares of common stock tstanding in the hands of the pub- at April 28.

For the 26 weeks ended April 30, 955, earnings were $2,014,960 after oviding $1,830,000 for Federal xes on income. After dividends on e preferred stock, this is equivalent $1.87 per share on the 1,015,709 ares of common stock outstanding the hands of the public on April), 1955.

ow It's Technicolor orp.; 3 Divisions re Added to Setup

From THE DAILY Bureau

HOLLYWOOD, June 13. — Effecve at the close of business on June), the name of Technicolor Motion cture Corp. will be changed to echnicolor Corp. ounded Maine in 915, the company is a holly-wned subsidiy of Technicolor, Inc., and headquarred in Hollywood.



Dr. H. T. Kalmus

Dr. Herbert . Kalmus, resident d general manager of both compaes, in issuing the announcement, id the change in name is being efcted to more accurately reflect the ll range of current Technicolor ac-

(*Continued on page 5*)

Representing $11,000,000 Investment

RKO Speeding Up Production With 8 Films Starting in Next 70 Days

From THE DAILY Bureau

HOLLYWOOD, June 13.—RKO will speed up its production schedule by putting eight major films before the cameras within the next 70 days, it was disclosed today following meetings which have been proceeding at the studio between Daniel T. O'Shea, president of RKO, and William Dozier, vice-president in charge of production.



Daniel T. O'Shea

The eight pictures represent an investment of approximately $11,000,000, O'Shea said. Three of them will be filming in June, two in July and three in August. A total of 19 film stars, representing the most impressive list of motion picture personali-

(*Continued on page 5*)

V. R. Hansen Named To Succeed Barnes

From THE DAILY Bureau

WASHINGTON, June 13.—President Eisenhower has nominated Victor R. Hansen, a judge in the Los Angeles Superior Court, to be the new head of the Justice Department's anti-trust division. Hansen, 52, would succeed Stanley N. Barnes,

(*Continued on page 5*)

Closing of TV Deal For WB Backlog Due

Closing of the $21 millions deal by which Louis Chesler's P.R.M., Inc., will acquire Warners backlog of features and shorts up to 1948 will take place about the end of this month, Mr. MacSchwebel, vice-president of P.R.M., announced yesterday.

The closing was dependent on a favorable tax ruling on the Warner sale by the Internal Revenue Service. The ruling was handed down last week, as reported exclusively in MOTION PICTURE DAILY of June 7.

RKO-Gera-Arcade Deal Hit by Suit

A move to halt the acquisition of the Cleveland Arcade Co. and the Gera Corp. by RKO Industries Corp. was launched in a suit filed here yesterday by Isabella J. Selman, holder of 3,000 shares of RKO Theatres stock. Defendants named were Theodore R. Colborn, Dudley Layman, RKO Theatres, Albert A. List, Cleveland Arcade and Gera. RKO

(*Continued on page 5*)

Louis Phillips Defends His Disclosure Of Figures from Audit of Shor's Books

In a letter to Sen. Hubert Humphrey, chairman of the Senate Subcommittee on Trade Practices, Louis Phillips, vice-president and general counsel of Paramount Pictures, stated he knew of no agreement whereby figures gleaned from the audit of Ruben Shor's books could not be revealed. Shor, Allied States president, in an affidavit filed with the subcommittee, charged Phillips with violating a confidence in disclosing what Shor considered confidential data when Phillips supplied figures from Shor's books at the SSBC hearings.

Phillips wrote that even if he had known of the existence of a letter of agreement between Shor's lawyer and a Paramount lawyer as to the use of the data, "I would have been justified in using the results of the audit . . . inasmuch as Mr. Shor's attack upon Paramount made it perfectly proper for me to use the relative facts defensively."

The Paramount general counsel also was critical of Shor and Abram Myers, Allied general counsel, for submitting statements in the last hour of the deadline for comments, making it impossible "for the opposition to reply."

Stern to Coast

Studio Attitude On Exhibition To Be Studied

Plans Probe on Behalf Of Exhibition in July

By LESTER DINOFF

In order to determine Hollywood's attitude toward exhibition, "from the small to the big people," Sidney Stern, president of Allied Theatre Owners of New Jersey, on behalf of exhibition will launch a studio-by-studio study in early July when he will visit the production centers.



Sidney Stern

Stern, following a meeting of the membership of the regional unit of Allied States Association, also stated that "distribu-

(*Continued on page 4*)

Ben Marcus Heads Allied of Wisconsin; SSBC Hearings Hit

Special to THE DAILY

ELKHART LAKE, Wis., June 13. —Ben Marcus, of Milwaukee, today was elected president of Allied Independent Theatre Owners of Wisconsin at the opening of the organization's convention now being held here.

Reelected were William Charboneau, vice-president; Edward Johnson, sec-

(*Continued on page 5*)

Option Time Backed By Stanton of CBS

From THE DAILY Bureau

WASHINGTON, June 13. — Without the use of option time, a television network would wither through a "process of gradual erosion," Frank Stanton, president of the Columbia Broadcasting System, today told the

(*Continued on page 5*)

PERSONAL MENTION

JAMES R. VELDE, United Artists general sales manager, will leave here on Monday for Pittsburgh.

•

A. C. PINDER, Tokyo correspondent for Quigley Publications, has arrived in New York from Japan. He will return to the West Coast and thence to the Orient at the end of the month.

•

WILLIAM BLOOM and HAL KANTOR, producer and director, respectively, of RKO Radio's "I Married a Woman," have arrived in New York from Hollywood.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, underwent surgery here yesterday at Mt. Sinai Hospital.

•

H. ALEXANDER MACDONALD, president of Dougfair Corp., will arrive in New York today from London via B.O.A.C.

•

FRED PIERCE, of the ABC-TV research department, is the father of a son born to MRS. PIERCE at Jewish Hospital, Brooklyn.

•

NAT LEVY, RKO Radio Eastern sales manager, is in Gloversville, N. Y., from here.

•

EDWARD HARRISON, distributor of "Phantom Horse," is in Washington today from New York.

•

DON MESSICK, vice-president of Clampet-Toon Commercials, is in San Francisco from Hollywood.

Nashville's 2% Tax Reveals Gross Drop

NASHVILLE, Tenn., June 13. — Returns from the city's two per cent gross receipts tax show the theatres suffered a loss of 20 per cent in business from a year ago. Between Aug. 1 and April 20 the theatres paid $16,996 in tax as compared with $21,039 for the comparable period a year ago.

Alfred Starr, president of the Bijou Amusement Co. and past president of TOA, said the decline here was in line with a general national slump.

Starr said most of the losses have been in the neighborhood houses and drive-ins but that downtown theatres still get a good trade. The small town theatre has been hit hard, Starr said, adding that television stations have played a "minor" part in cutting attendance at the theatre.

Weather Man Favors Film Tourney Today; Record Turnout Seen

With clear and warm weather predicted for today (it is hoped), a record turnout is predicted for the fifth annual Film Industry Golf Tournament, which will be held at the Vernon Hills Country Club, Tuckahoe, N. Y., under sponsorship of Cinema Lodge of B'nai B'rith.

Martin Levine ,tournament chairman, and co-chairmen Marvin Kirsch and Harold Rinzler, stated last night that although reservations have been heavy, it will be convenient to accommodate also those who have neglected to reserve earlier. Summer raiment is suggested for those who come out for the festivities. It has been suggested that swim suits be brought along, too.

Many Prizes Offered

Golf prizes will be awarded for low net, low gross, low net runner up, low gross runner up, putting contest, longest drive, hole in one, birdie and best-dressed golfer.

Robert K. Shapiro, president of Cinema Lodge, will preside at the banquet and prize-award ceremonies in the evening.

Zanuck to Parley

At the invitation of President Eisenhower, Darryl F. Zanuck will attend the Conference on the American Youth, to be held Monday at Annapolis. The film executive, who received an honorary degree of Doctor of Humanities from the University of Nebraska this week, will fly to Annapolis from Hollywood for the conference.

Pay Law Won't Be Broadened This Year

WASHINGTON, June 13. — Any lingering doubts that there would be no Congressional action this year to broaden the Federal Minimum Wage Law coverage were dispelled today.

The House Labor Committee held a lengthy executive meeting to set the committee's agenda for the rest of the session, and the efforts of New Deal Democrats to schedule early action on minimum wage coverage were beaten down. Instead the committee agreed to let Chairman Barden (D., N. C.) set the agenda for the rest of the year; he's a well-known opponent of extending minimum wage law coverage to theatres and other retail and service establishments.

Hearings Have Been Held

A Senate labor subcommittee held hearings on the subject earlier this year, but has taken no action. The subcommittee has been drifting since Chairman Douglas (D., Ill.) switched from the labor committee to the finance committee.

Set 'D-Day' Dates

Twentieth Century-Fox's CinemaScope production of "D-Day, the Sixth of June," which currently is in 48 situations, will open in 117 first domestic playdates by the end of June, it was announced.

'Duchin' Bows June 21

Columbia Pictures' "The Eddy Duchin Story" will have its premiere at the Radio City Music Hall here on June 21.

A Plan to Revitalize Theatre Attendance

will be published in this week's issue of

MOTION PICTURE HERALD

. . . NEWS ROUNDUP

Vandalism in Columbus

Damage estimated at between $ 500 and $4,000 was caused by va dals who entered the Rivoli, W Side neighborhood, Columbus, O. 16 to 30 foot screen was slashed fr side to side; drapes and lobby poste were pulled down, seats were broke etc. This was the worst damage ev suffered through vandalism by a C lumbus theatre, it was said.

■

Reopen Hoosick Falls Hous

The New Theatre, Hoosick Fal N. Y., will re-open about Aug. under the management of Charl Hart, formerly of the General Sta Theatre in Bennington, Vt. The Ne has been closed since January.

■

Utica House Renovated

The Avon, a Stanley Warner hou in Utica, N. Y., has been closed permit vacations and renovations. will be re-opened June 22.

■

Children Admitted Free

Theatres in Norwich, Conn. a offering, on a city-wide basis, fr admission to children under 12 wh accompanied by parents, after 6 P.M seven nights a week. The theatr participating in this policy are t Stanley Warner Palace and Lord Midtown and Norwich Theatres.

Mrs. Elliott Heads RKO Teleradio Copy

Carroll A. Elliott, former editor "Charm," and more recently on t staff of "McCall's Magazine," h been named director of copy in t advertising and public relations di sion of RKO Teleradio Pictures, has been announced by Robert Schmid, vice-president in charge the division.

At the same time, Schmid disclos the appointment of Mrs. Elliott a Arnold Rosten, art director, as c creative directors of the departme

AB-PT Dividends

Leonard H. Goldenson, preside of American Broadcasting-Paramou Theatres, announced yesterday th the board of directors declared di dends of 25 cents per share on t outstanding preferred and 25 ce per share on the outstanding comm stock of the corporation, payable Ju 20 to holders of record on June 2

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIr 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

Italian TV Network To Spend $1,000,000 For American Films

The Italian government's television agency, RAI, will spend up to $1,000,000 by June, 1957, in acquiring American film product for its tv network, Ralph Serpe, the U. S. representative of RAI, disclosed here yesterday.

Serpe said that since he was appointed to the post he has purchased almost 12 television film series from American producers, costing $500,000. "These 26 week one-half hour programs will be dubbed into Italian at an additional cost of close to $1,000 per half hour film," he said. Serpe said that the Italian tv network at present consists of 14 tv stations on a single channel for programming and that there are about 120,000 sets in operation.

Product from Many Sources

The RAI official said that the shows which he has acquired for his agency include tv film series produced and distributed by ABC Film Syndication, the National Broadcasting Co., Official Films, and Screen Gems and that the Columbia Broadcasting System is now in negotiation with him for the future acquisition of an Italian-produced tv film opera series.

Among the programs which will be shown on RAI during the next year he said, are such one-half hour tv shows as "The Great Gildersleeve," "Four Star Theatre," "Superman," "Favorite Playhouse," "Racket Squad," "Jet Jackson" and "Rin Tin Tin."

'Digest' W.S.J. Page Stresses 'Boats' Ad

The "Reader's Digest" yesterday carried a full-page advertisement in the "Wall Street Journal" to publicize what it termed "the first global magazine advertising campaign for a motion picture."

The "Digest" had reference to the full page advertisement in its current issue taken by Universal-International for "Away All Boats." Referring to the "Digest" advertisement, Milton R. Rackmil, president of U-I, is quoted in the WSJ advertisement, saying, "We know we'll see action at the box office in every one of the markets covered by the "Reader's Digest," which includes 28 editions in 12 different languages.

To Support Museum

HOLLYWOOD, June 13. — The Motion Picture Industry Council has announced that it endorses the project to establish an American Museum of Immigration at the base of the Statue of Liberty in New York. The project is headed nationally by Pierre S. DuPont and locally by Samuel G. Engel.

The MPIC has agreed to channel industry donations to the Museum fund.



Discussing the 50-year record of the film industry in the field of newspaper advertising are, left to right: William J. Solch, account executive, Bureau of Advertising, American Newspaper Publishers Association; Charles McCarthy, information director, Council of Motion Picture Organizations; Jerry Pickman, vice-president for advertising, Paramount Film Distributing Corp., and Norman J. Greer, sales group supervisor, Bureau of Advertising.

Newspapers Hailed as the 'Backbone' of Promotion

The dependence of the film industry on newspapers and how the press is used continually for promotion are set forth in a new brochure, "Ad Fact," published by the Bureau of Advertising of the American Newspaper Publishers Association.

In big cities and small towns throughout the country, newspaper advertising is "the backbone" of motion picture promotion, according to Myron N. Blank, president of the Theatre Owners of America.

"The value of newspaper advertising has been learned through many years of experience," Blank said. He was one of several leading industry executives quoted. "It has been found that the major source of information on the movies, for our customers, lies in the amusement pages of the local newspaper. Newspaper advertising is the one medium which can reach practically all of our potential audience."

'Indispensable' Says Johnston

Eric Johnston, president of the Motion Picture Association of America, expressing a similar view, emphasized that newspapers are "indispensable," because newspapers, like motion pictures, attract persons from "every walk of life . . . in every city and town."

"To reach as many as possible of them every day," Johnston said, "we must continuously use the medium that daily penetrates all parts of the nation. That medium is the newspaper. Without it our industry would lack the most important means of inducing customers to view the great entertainment movies offer today."

Executives of the industry's Council of Motion Picture Organizations point out that all major segments of the industry—producers, distributors and theatre owners—"have selected newspapers as the best medium to tell their story to the public," because it has "become a tradition among several generations of movie-goers to turn to the advertising columns of the daily and weekly press to find the answers to the question: 'What's playing at the movie tonight?'"

Compo officers quoted in the brochure are Sam Pinanski, president of American Theatres Corp.; Al Lichtman, former vice-president and general sales manager of 20th Century-Fox, and Robert W. Coyne, counsel to Compo.

A special insert in the brochure reproduces a dramatic new use of newspaper space in the promotion of "Trapeze" by United Artists—two facing half-pages stretching across the top or bottom of the spread. Ads of this kind, in some instances with color, are being run in 37 of 65 newspapers being used this month in the 23-city opening of "Trapeze."

Lewis Calls It 'Unmatched'

Roger Lewis, advertising director of United Artists, commenting on the company's use of every newspaper in the 23 key-city openings, states: "It is United Artists' belief that newspaper advertising offers the kind of impact and coverage that is unmatched by any other medium."

The Bureau of Advertising is making extra copies available in quantity to member newspapers, at cost, for local distribution to exhibitors.

'Oklahoma!' Banquet

PITTSBURGH, June 13. — Gael Sullivan, Magna Theatres Corp. executive, will represent George Skouras, Magna president, at a banquet here tomorrow night sponsored by the Pittsburgh Playhouse in honor of Shirley Jones, an alumnus of the Playhouse. The banquet will precede the opening here of Rodgers & Hammerstein's "Oklahoma!" in Todd-AO at the Nixon Theatre.

M-G-M

May Re-tool to HandleOutside Productions

Certain aspects of M-G-M's advertising and publicity operations may be changed under the company's program of investing in and distributing independent productions, it was disclosed here by Maurice Silverstein, recently appointed aide to Arthur Loew, president of Loew's, Inc.



Maurice Silverstein

Silverstein, who is Loew's liaison with independent producers, said that presently Loew's, Inc., is involved in 11 independent productions and "the company is interested in every good package that represents a good story, surrounded by good personalities and a good box office potential." He said that the same will hold good for financing, "one-picture deals or multiple pacts."

The company executive, when questioned about a contemplated "retooling" of the organization due to the entry into independent production, replied that "out of necessity there would have to be some." He said that certain aspects of promotion would have to be considered in the light of the contracts made with independents.

Seconded by Howard Dietz

Howard Dietz, vice-president and director of advertising, publicity and exploitation for Loew's, Inc., went along with the Silverstein comment. Dietz said that he will consider promotion changes, additions in personnel, etc., to conform with the contract of the independent producer.

Silverstein said that the 11 independent films which Loew's is currently handling are "The Iron Petticoat," "Man in the Sky, "The Living Idol," "Julie," "A Man Is 10 Feet Tall," "Happy Journey," "King Kelly," "The Little Hut," "Lizzie," "Shiralee" and "Bonjour Tristesse."

Film Shipments Decline

OTTAWA, June 13. — Canadian film shipments to foreign markets dropped to $799,000 in the first quarter of 1956 in comparison to $968,000 in the corresponding period last year, the Canadian government reported.

'Feeling' to Paramount

Paramount Pictures' "That Certain Feeling" will have its New York opening at the Paramount Theatre here on June 20.

PEOPLE

Maurice Bailey of the Bailey Theatres, New Haven has been elected vice-president of the New Haven Jewish Community Center. **Dr. Jacob Fishman** of Fishman Theatres and **B. E. Hoffman,** Connecticut Theatres, were named members of the board of directors.

¤

Frank G. Ralston has been named director of ABC-TV Network's Western Division film department and **Don Van Atta** to assistant coordinator for the ABC-TV Network at Walt Disney Productions.

¤

Morris Klein, partner in the Mountain Drive-in at Hunter and the High-Way Drive-in at Coxsackie, N. Y., was elected historian of the Albany College of Pharmacy Alumni Association at its recent 75th anniversary. He was graduated with honors from the college last year.

¤

J. A. Fetherston, sales manager of Kollmorgen Optical Corp. has announced his retirement. Fetherston will continue his association with Kollmorgen on a consulting basis and will continue to contact theatre equipment dealers on special field sales and service problems.

¤

Charles H. Percy, president of Bell & Howell, Chicago, was presented with the 1956 Management Award by the National Sales Executives.

¤

Warren Heen has resigned from Republic Pictures in Chicago to join Universal-International there as a booker.

¤

Eugene Amado and **Harry E. Goodman** have taken over ownership of Movie Supply Co., Inc., Chicago, formerly owned by **M. Behrend.** Behrend has retired from business.

¤

Don Getz, president of Theatrical & Video Corp., has announced the appointment of **Murray M. Kaplan** as vice-president in charge of sales. Kaplan comes to Theatrical & Video from Artist Producers Associates, where he served in a similar capacity.

Form Globe Releasing

LOS ANGELES, June 13.—Globe Releasing Corp. has been organized here to handle distribution of films for theatrical and television use. Theodore J. Ticktin, president, has announced the association with the firm as general sales manager of Sam Nathanson, formerly president of Gibraltar Motion Picture Distributing Co.

REVIEW:

Congo Crossing

Universal-International

GEORGE NADER, one of Universal's prize gifts to the ladies, teams up with high-voltage blonde Virginia Mayo in this lurid little Technicolor item having to do with sex and border politics in a God-forsaken bit of African jungle called Congotanga. It seems the flotsam of the world just loves this little hellhole because it has no laws of extradition. Hence, fugitives from justice and other none-too-amiable types pack into the place like sardines in a can.

Nader, since he is the hero of the plot, is, of course above all this sordidness, and appears as a conventional type—an engineer with ideals. It seems that in addition to his engineering, he is concerning himself over the danger of a natural shifting of the boundaries of the Belgian Congo and Congotanga, which will upset the applecart for the criminals hiding out in the latter spot.

Enter Miss Mayo with a Bill Thomas-designed wardrobe that will knock the collective audience's eyes out, and Nader decides there are other interests in life besides ideals. Miss Mayo is, however, a tarnished lady, and before you can say "Timbuctoo" she has the impassioned engineer very much involved in her affairs, chief of which is a false murder rap hanging over her. Peter Lorre is around to keep the atmosphere properly sinister as a government supervisor of sorts, and his knowing looks and leers and porcine brashness make for added atmosphere. Meanest one of all, though, is Michael Pate, a gangster sent by the real murderer to send La Mayo to her reward. He falls in love with her instead, and thus provides the only element missing from this melange—the triangle, of sacred (and boxoffice-coin-attracting) cinematic memory.

Miss Mayo and Nader get into the spirit of their love scenes with obvious relish and while this piece won't add to their "prestige" reputation, the public should register vociferous satisfaction. Nader is a good actor and it is to his credit that he makes some of the doings seem credible. Miss Mayo is a first-class looker and the matter of whether she can act or not is beside the point. The other performers do their chores creditably.

Howard Christie produced from a story by Houston Branch, and Joseph Pevney directed professionally enough to gloss over the weaknesses in the general conception, script-wise and otherwise. Richard Alan Simmons did the screenplay, which tends to be slow except when the Nader-Mayo team goes into romantic action.

Running time, 85 minutes. Adult classification. For release in July.

LAWRENCE J. QUIRK

Trans-Lux Forms Video Subsidiary

Trans-Lux Television Corp., Richard Brandt, president, has been formed by Trans-Lux Theatre Corp. The new subsidiary, with Richard Carlton as vice-president in charge of sales, and Leo Brody as his assistant, has offices here on Madison Ave., along with the parent company.

The new firm starts off with 700 Encyclopaedia Britannica films, and more being made at the rate of one per week; with "Profile," a 39-unit, 15-minute series stressing events and personalities; "Once Upon a Time," a half-hour children's series, and with theatrical features, which will be released first to theatres.

The new firm plans to open regional offices, starting with Los Angeles and Chicago.

Prepares Tax Pamphlet

Edmund C. Grainger, Jr., has prepared a pamphlet dealing with taxes, entitled "How to Handle a Tax Case in the United States Court of Claims and the Federal District Courts."

Start Six Pictures; 33 Films in Work

HOLLYWOOD, June 13.—The production chart showed an increase of only one point last week. Six new pictures were put before the cameras and five others were completed, for a total of 33 pictures in work at this time.

Started were: "54 Washington Street," CinemaScope, color, and "Not of This Earth," Roger Corman Prods. (Allied Artists); "Badge of Marshal Brennan," Albert C. Gannaway Prods., color (Independent); "Love Story," Bob Goldstein Prods.; "Hidden Fear," St. Aubrey-Cohn Prods., and "The Monte Carlo Story," Titanus Films, Technicolor (United Artists).

Completed were: "The Loves of Omar Khayyam," VistaVision, Technicolor, and "Gunfight at OK Corral," VistaVision, Technicolor (Paramount); "The Last Wagon," CinemaScope, De Luxe Color (20th Century-Fox); "Mark of the Apache," Bel-Air Prod. (United Artists); "Tammy," CinemaScope, Technicolor (Universal-International).

Studio Stand

(*Continued from page* 1)

tion's reaction to the ATONJ resol tion calling for an industry mercha dising conference has been high favorable."

The ATONJ officer, in also disclo ing that he has installed a zoo wi various animals at a New Jers drive-in in order to boost patronag said that he will study Hollywood attitude toward theatres and exhibit operations and showmanship. Ste said that he, with sanction of h organization, will leave here with two weeks for a six-week Coast t to "see my old friends and acquai tances in the studios and to get know their attitudes toward exhib tion."

Special Committee Formed

Stern said that he could not reve the proceedings of N. J. Allied me bership meeting. He said, howeve in reply to a question, that distrib tion's reaction to the ATONJ resol tion calling for an industry meeti to find out what is wrong with moti picture advertising and merchandisi and how to improve it has bee highly rewarding. He said th ATONJ, following the receipt of le ters from each distribution compan had appointed a committee to wo with the sales managers in the la ter's efforts to revitalize the box offic

Stern, although he did not reve who is on the ATONJ committee, sa that the group would attempt to s up the industry meeting in the ne future and would also help the co pany sales managers in their proposa to boost the box office.

Domestic Creatures Only

Commenting further on his zoo, th ATONJ head said that he has bu an animal enclosure, with domest cated animals, at a New Jersey driv in. He said that the zoo, which co tains such animals as horses, calv and sheep, is a big drawing attractio He said that since the zoo has bee in operation only for a week, con ment on it has been highly favo able and that he has received a nun ber of inquiries concerning it fro other exhibitors.

Coast Union Official Expelled by AFM

ATLANTIC CITY, N. J., June 1 —The 59th annual convention of th American Federation of Musicia expelled Cecil F. Read, vice-pres dent of Local 47, in Los Angeles fo dual unionism, in defying directive issued by President James C. Petrill without going through channels de scribed by the union constitution.

All West Coast insurgents, 11 i number, were disciplined. All lo their union cards for a day and wer placed on probation for a year.

Read, after hearing the decision b the convention, said that the enti matter is still not closed as it de pended on what happened to resolu tions dealing with the trust fund offered by Local 47 and still to b acted upon by the convention.

RKO Speeds

(*Continued from page* 1)

es to appear in RKO Pictures in any years, will appear in the eight KO productions, it was said.

The eight productions and their espective starting dates are:

"Bundle of Joy," which started lming June 11, in color, starring ddie Fisher, Debbie Reynolds, dolphe Menjou; Edmund Grainger roducing, Norman Taurog directing.

"Run of the Arrow," starting June 9, in color, starring Rod Steiger, arita Montiel, Brian Keith, Ralph leeker; Samuel Fuller producing and irecting.

"The Day They Gave Babies way," starting June 25, in color, arring Glynis Johns, Cameron litchell, Rex Thompson; Sam Wiesnthal producing, Allen Reisner diecting.

'Strike a Blow' For July 9

"Strike a Blow," starting July 9, arring James MacArthur and Kim lunter, with James Daly, James regory, Jeff Silver; Stuart Millar roducing, John Frankenheimer diecting.

"I Married a Woman," starting ily 16, starring George Gobel and iana Dors; William Bloom producg, Hal Kanter directing.

"The Lady and the Prowler," startng Aug. 6, in color; John Farrow roducing and directing.

"Underdog," starting Aug. 20; tanley Rubin producing, Joseph ewman directing.

"The Girl Most Likely," starting ug. 27, in color, starring Jane Powll and Carol Channing; Stanley Rubin producing, Mitchell Leisen irecting.

Employment at New High

The studio revealed activity in killed and unskilled workers had ent employment to a new high at KO and additional workers are heduled to be hired as activity creases.

RKO-Gera-Arcade

(*Continued from page* 1)

ockholders previously had officially proved the acquisition of Arcade nd Gera.

The latter two companies had acuired three other corporations hich, according to the plaintiff, ould have been acquired by RKO heatres before the transaction had een completed. RKO, she claimed, uffered considerable damage. She harged the defendants with conpiracy.

Bob Hope on Stage

Bob Hope will make his first and ily New York in person appearance is year when he appears on the age of the Times Square Paramount heatre on June 20, in conjunction ith the world premiere there of his test comedy, "That Certain Feelg."

Appearing with Hope will be singer earl Bailey, who has the top feared role in the film.

Allied of Wisconsin Hears Jack Kirsch

(*Continued from page* 1)

retary; Oliver Trampe, treasurer; S. J. Goldberg, national director, and Harold Pearson, executive secretary.

Board members are John Adler, Russell Leddy, Floyd Albert, Harry Melcher, Don Deaken, Frank Hahn, Martin Holzman, Jerry Dodgersk and F. J. McWilliams.

In an address to the delegates, S. J. Goldberg, national director of the organization, discussing the proceedings of the Senate Small Business subcommittee in Washington, said they were "most discouraging" and held out little hope to the small exhibitor. "I got the impression," said Goldberg, "that they don't care what happens to the small exhibitor." He recounted attacks upon exhibitors and charged the press with being unfair to the theatre operators of the nation.

Jack Kirsch, president of Allied Theatres of Illinois, and Ben Marcus, president-elect of Wisconsin Allied, also addressed the delegates.

Kirsch called for unity among the state's exhibitors in striving for better releases and film rentals, and urged the exchange of ideas to the end that grosses may be improved.

Regarding percentage, Kirsch said, "In Chicago we never buy any 50 per cent picture, and anyone who does is nuts, but still some exhibitors say they must have them." He criticized the showing of feature films on television before being shown in theatres. "You can't expect to charge admission," he said, "for something your patrons saw for free."

Marcus attacked the systems of production, releasing and availability. He declared that grosses are at an all-time low and decried the fact that the studios are "no longer in a position to plan product for the whole season." He attacked the releasing system as being too seasonal, saying, "you can't run a business on a seasonal basis, getting patrons back only certain times of the year."

Marcus, in a plea to distributors, declared that if they do not approve of arbitration of price of films, then they should at least agree to arbitrate sales policies on a local level at each exchange center.

Angelo Provinzano, out-going president, urged the members to "get close to their state Senators," since the bills coming up are, in many cases, detrimental to the industry.

Stanton

(*Continued from page* 1)

Senate Interstate and Foreign Commerce Committee.

Stanton was the first television network president to answer before the committee charges of network monopoly made by earlier witnesses and by Sen. John Bricker, the committee's ranking Republican. Stanton testified yesterday and appeared again today for cross examination by committee members and counsel.

The bulk of today's questions dealt with option time—the practice by which television stations affiliated with a network agree to devote certain valuable hours during the broadcast day to network programs. Stanton maintained that without option time one station after another would probably decide not to use a network program, leaving "a mapful of mothballs" and eventually wiping out the network.

Cites Intensity of Competition

Stanton answered complaints from independent producers of films for television, who have said that option time barred them from the television market. He insisted that there was a great deal of competition in television programming, and that independent producers as well as other programs have ample chance to get their product on CBS affiliates.

Bricker, who was present only briefly today, took no part in the questioning.

Tomorrow the committee will hear National Broadcasting Co. president Sarnoff. Robert Kintner, president of the American Broadcasting Co. will appear on Friday.

Hansen Named

(*Continued from page* 1)

who has been confirmed as a judge of the Ninth Circuit Court of Appeals.

Barnes was also a member of the Los Angeles Superior Court before coming to the anti-trust post. He'll likely stay on in the anti-trust post until Congress adjourns.

Officers Elected by Toronto WOMPI

TORONTO, June 13.—At the recent election meeting here of the Women of the Motion Picture Industry (WOMPI) the following were elected to office: Gladys B. Rawnsley, United Artists, president; May Lavendusky, Odeon Theatres, first vice-president; Audrey Duke, Odeon Theatres, second vice-president; Marion Hertell, CMPDA, recording secretary; Olive Copleston, MGM, corresponding secretary; Mrs. Ruth Frankson, General Theatre Supply, treasurer.

Directors named were Mildred Manks, MGM; Kay Fisher, MGM; Jean MacLennan, IFD; Marjorie Wilson, JARO; Mary Colangelo, Empire-Universal; Mary DiTursi, Associated Screen News, and Lois Skinner, Paramount.

Toll TV Plea to FCC By Milwaukee Unit

WASHINGTON, June 13. — The Federal Communications Commission got a new request today to permit subscription television.

It came from station WCAN-TV in Milwaukee. The station is now owned by Mid-West Broadcasting Co., which in turn is owned by Lou Poller.

Poller asked the commission to switch ownership of the station to a new firm, called Television Exhibition, Inc., and said he wanted to operate the station under the new company with 25 per cent of the time devoted to subscription television programs. He asked the FCC to waive whatever rules it would have to waive to permit this schedule.

Reduces DuM. Holdings

WASHINGTON, June 13. — The Securities and Exchange Commission reported that Percy M. Stewart, a director of Allen B. Du Mont Laboratories, Inc., sold 900 common shares of stock in the company during May reducing his direct holdings to 100 shares.

Technicolor

(*Continued from page* 1)

tivities and future operations. The change in name does not signify any change in personnel nor in policies.

On the effective date of the change in name there will be officially established three independently functioning, but wholly-owned and operated divisions of Technicolor Corp. They are: motion picture division, amateur color processing division and graphic arts division. Doctor Kalmus indicated the change to Technicolor Corporation will in no way affect the company's operations within the motion picture industry.

3 Branches Leading In UA Sales Drive

United Artists' Los Angeles, St. Louis and Montreal branches have won the second lap of the company's fifth anniversary drive, it was announced by co-captains William J. Heineman, vice-president, and James R. Velde, general sales manager.

The 32-week campaign for collections, billings and playdates is awarding a total of $50,000 in cash prizes to winners among the 32 competing branches in the United States and Canada. It honors the fifth anniversary of UA's leadership by president Arthur B. Krim, board chairman Robert S. Benjamin, Heineman, vice-president Max E. Youngstein and Arnold M. Picker, vice-president in charge of foreign distribution.

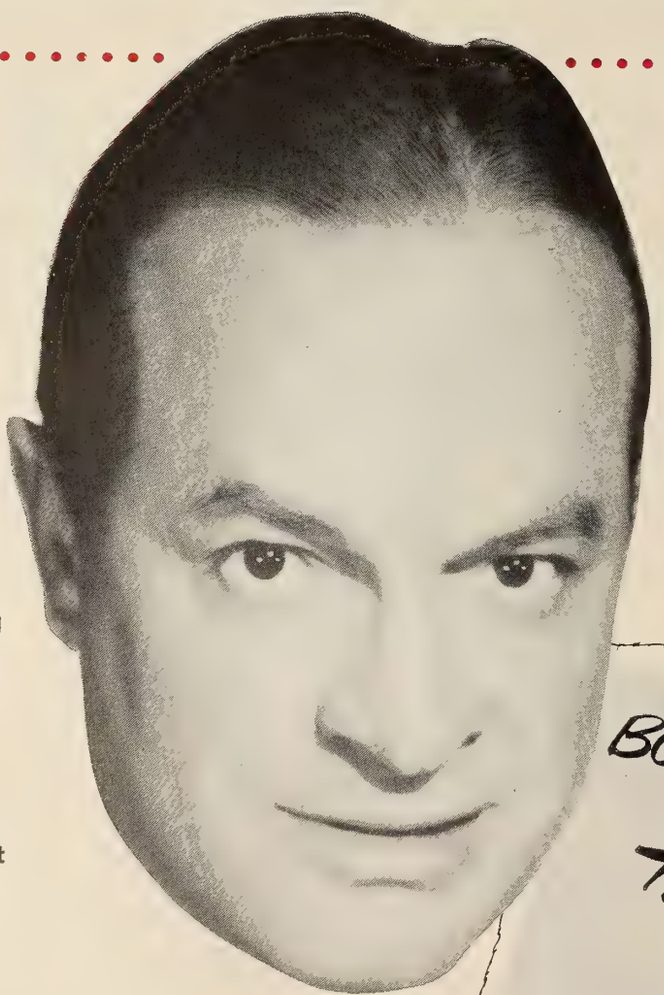
The Los Angeles, St. Louis and Montreal branches, which took first place in each of three groups of equal grossing potential, are respectively managed by Richard Carnegie, D. J. Edele and Sam Kunitsky.

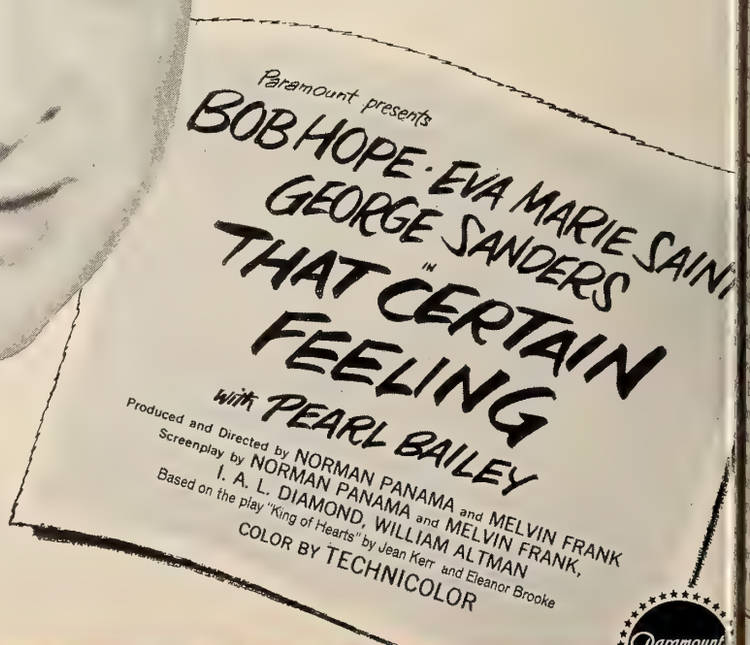
SOS WHEN YOU ARE IN A RUSH FOR SPECIAL TRAILERS
You Won't Be Disappointed If You Send An S.O.S. To
CHICAGO, ILL. 1327 S. WABASH
NEW YORK, N.Y. 341 W. 44th ST.
FILMACK

"SPECTACULAR" TV SELLING BY STAR-SALESMAN BOB HOPE FOR "THAT CERTAIN FEELING"

BOB'S COAST-TO-COAST "SPECTACULAR" OVER NBC-TV THIS SUNDAY, JUNE 17, FROM 7:30 TO 9:00 P. M., EDT, HITS THE PEAK OF THE MOST INTENSIVE DRUM-BEATING EVER DONE BY ANY STAR FOR A MOTION PICTURE!

For weeks, Bob has been in there pitching his persuasive sales line for "That Certain Feeling" during his own big-time TV shows. Now, in a special program, he and other cast members will sell the picture to the biggest TV audience yet. Additional millions of ticket-buyers will be turned toward the boxoffice, just as showmen everywhere are dating this greatest family-trade attraction since "The Seven Little Foys." Similar big-concept selling is set to continue for weeks to come!





VISTAVISION
MOTION PICTURE HIGH-FIDELITY

BIG SHOWS AND THE BIG PRESELLING ARE FROM PARAMOUNT!

Paramount Pictures

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 116 NEW YORK, U. S. A., FRIDAY, JUNE 15, 1956 TEN CENTS

eversal

abian Role n W.B. Deal lits Obstacle

oesn't Look Good, Key igure Says of New Turn

Confirmation that efforts to work t a plan which would permit Si H. bian of Stanley Warner Theatres to ume the presidency of Warner os. Pictures had encountered new nplexities which could prove fatal re confirmed by a principal in the al yesterday.

'We are still working on the prob-n," MOTION PICTURE DAILY was d. "At present, it doesn't look too od, but we have not abandoned at-npts to resolve the difficulties."

Just what the new problem was it had been encountered was not ecified. However, it is believed to

(*Continued on page 4*)

ave Way for anuck Pact

The way was paved here yesterday approval of Darryl Zanuck's settle-nt of his 20th Century-Fox con-ct when New York Supreme Court stice Thomas Aurelio approved the tlement of a suit brought by a oup of minority stockholders who

(*Continued on page 4*)

ubway Strike Fails o Affect Business

ew York City's flash subway strike sterday had little noticeable effect theatre attendance, a spot check th independent and circuits houses vealed.

Both Times Square and neighbor-od houses reported matinee attend-ce normal for a hot, summer Thurs-y. Business at most houses checked t night was said to be "normal" to ood." The day was the city's hottest the year thus far, and some man-ers credited good matinee business their air-cooled houses to the heat.

Johnston to Represent U.S. at Berlin Show

From THE DAILY Bureau

WASHINGTON, June 14. — Motion Picture Association president Eric A. Johnston has been named official U. S. delegate to the sixth International Film Festival at Berlin.

The festival runs from June 22 to July 3. U. S. Information Agency director Theodore Streibert said Johnston had been the unanimous choice of the government agencies involved.

Rep. 26-Week Net Tops '55

For the 26 weeks ended April 28, Republic Pictures Corp. and its subsidiaries report a net profit of $1,714,694, before Federal tax provision, estimated Federal, normal and surtax of $636,000, or a net after taxes of $1,078,694.

For the 26 weeks ended April 30, 1955, Republic and its subsidiaries reported a net profit of $1,911,613, before Federal tax provision, estimated Federal, normal and surtax of $1,033,000, or a net after taxes of $878,613.

Cinerama to Open in Caracas Sept. 13

Harry M. Kalmine, vice-president and general manager of Stanley Warner Corp., announced the signing of a contract for the opening of the first Cinerama theatre in the Spanish speaking world, the Teatro Del Esto

(*Continued on page 6*)

Key Session by House Ways & Means

Vital Tax Meeting Set by Committee

Group Slated to Consider Proposals For Elimination of Admission Tax

By J. A. OTTEN

WASHINGTON, June 14.—The House Ways and Means Committee may meet late next week or the following week to decide on the committee's agenda for the rest of the session.

This would probably be the vital meeting for the industry's drive to get admissions tax relief this year. The committee will go over the proposals of members for items to be considered before adjournment, and if the admissions tax cut is to be acted on this year, it would probably have to be set down by the committee at that meeting as one of the items to be taken up in the near future.

If it is not scheduled for separate action at that time, the industry would still have the chance of getting

(*Continued on page 6*)

Southwest Business Improves: O'Donnell

Theatre business throughout the Southwest has taken an upward surge in recent weeks due to the completion of school terms and the better product which is available, Robert J. O'Donnell, general manager for Interstate Theatres of Texas, said here yesterday.

O'Donnell stated that he was in

(*Continued on page 4*)

Tax Committee Set By Tennessee T.O.

Special to THE DAILY

NASHVILLE, Tenn., June 14. — Tennessee became the tenth state to provide for a special committee to protect in every way possible the interest of theatre owners, particularly in tax matters in both Congress and the state legislature convening in Jan-

(*Continued on page 4*)

Wis. Allied Asks Parley

Special to THE DAILY

ELKHART LAKE, Wis., June 14. —Allied Independent Theatre Owners of Wisconsin at the closing session of its annual convention here last night urged production and distribution leaders to participate in roundtable conferences with exhibition in an ef-

(*Continued on page 6*)

Republic to Drop 'Big' Films; Plans 18 Low-Budget Type

From THE DAILY Bureau

HOLLYWOOD, June 14.—A spokesman for Republic Pictures today confirmed the report that the studio will produce 18 low-budget films, with production scheduled to start July 15. The films, it was said, will be in the $150,000-to-$200,000 class.

In commenting on the decision, Herbert J. Yates, Republic president, said, "We simply have to take a more realistic look into the present situation and operate within the bounds of common sense. Republic can't afford really big product. The field for profitable pictures requires either big two - to - four - million - dollar - shows or very small budget pictures. We will aim for the latter, reducing our production gamble, and will trim all our overheads to reach for the proper profit potential." The report that Republic will close its foreign distribution outlets was denied.

Para. to See Final 'War' Print on July 5

A group of top Paramount officials will leave here for London on July 5 to see the final VistaVision print of the Ponti-DeLaurentiis production of "War and Peace."

It was pointed out that thus far, the only prints which were screened were those without sound or in otherwise rough stages. On July 5, it was said the first completed print with sound will be ready for screening.

PERSONAL MENTION

WALTER BRANSON, vice-president of RKO Radio in charge of worldwide distribution, will return to New York from Europe today aboard the "Liberte."

•

NAT LEFKOWITZ, secretary-treasurer of the William Morris Agency, and MRS. LEFKOWITZ, have announced the engagement of their daughter, DOROTHY, to BURTON LAWRENCE LITWIN.

•

GEORGE ENGLUND and STEWART STERN, producer and writer, respectively, for the MARLON BRANDO Pennebaker Co., have arrived in New York from Southeast Asia. They will meet the press today.

•

MRS. JOAN KALMINE PARADIES, daughter of HARRY M. KALMINE, vice-president of Stanley Warner-Cinerama, will be married next Friday in Rye, N. Y., to DR. VICTOR H. WITTEN.

•

MILTON E. COHEN, United Artists Eastern and Southern division manager, will leave New York over the weekend for Cleveland and Pittsburgh.

•

JULES STEIN, chairman of the board of Music Corp. of America, will return to New York today from London via B.O.A.C.

•

WILLIAM B. JAFFE, industry attorney, and MRS. JAFFE will leave New York for France tomorrow aboard the "Liberte."

•

JAMES LARKIN, in charge of the theatrical department for B.O.A.C., will return to New York today from the Barbados, B.W.I.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will leave New York by plane tomorrow for Rome.

'Saucers' Pays Off

Columbia's science fiction release, "Earth vs. the Flying Saucers," had smash openings in Denver and Salt Lake City on Wednesday, the company reported yesterday. More than $3,300, a weekday opening high, was registered at the Denver Theatre, while at Salt Lake City three houses, the Gem, Redwood and Woodland, rolled up a combined gross of more than $2,900. The Salt Lake figures topped the $1,600 scored by two of the houses on opening day last summer by the hit science fiction film, "It Came From Beneath the Sea."

Navy Relief Society Benefits by Premiere Of 'Away All Boats'

From THE DAILY Bureau

LOS ANGELES, June 14.—A crowd estimated at 15,000 thronged downtown Westwood tonight to witness ceremonies accompanying the preview premiere of Universal-International's "Away All Boats."

Westwood's two largest theatres, the Bruin and the Village, which face each other across the city's principal thoroughfare, were filled to capacity by Navy officials, industry leaders, civic, social and professional celebrities, including stars of the picture participating in the Flag Day event staged by U-I for the benefit of the Navy Relief Society.

Kodak Unit Widens Plastic Activities

ROCHESTER, June 14.—The Texas Eastman Co., a division of Eastman Kodak, will broaden its work in the field of high-density, low-pressure polyethylene plastics, it is announced by James C. White, president of Texas Eastman. According to White, construction of the plant will begin promptly. He said the new unit will be modest in size and will be used for experimental production, which may result in the eventual commercialization of a process developed by Standard Oil Co. and licensed to Eastman Kodak.

White gave no specific capacity or other details. "The addition of high-density polyethylene to our plastics line would provide our customers with a wider range of useful products," he said. Texas Eastman was established at Longview in 1950. The original plant produced industrial chemicals from propane and natural gas.

'Trapeze' Premiere In London June 26

The first international premiere of Hecht and Lancaster's "Trapeze" will be held in London at the Odeon, Marble Arch, on June 26 for the benefit of the Actors' Orphanage and Variety Club, it was announced by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

Sir Carol Reed, director, and Sir Laurence Olivier will be joint hosts at the opening, which will be attended by leaders of British society, government and business, as well as famous stage and screen artists.

The British Broadcasting System is making arrangements to televise "live" the festivities, which will be highlighted by circus lobby atmosphere and ballyhoo featuring a top name band appropriately costumed.

Lax Films in Deal With AA Internat'l

Allied Artists International Corp. and Leo Lax Films, of Paris, have signed an agreement for the distribution of Allied Artists' product in Continental France and French North Africa, it was announced by Norton V. Ritchey, president of Allied Artists International, and Leo Lax, president of Lax Films.

The reciprocal arrangement provides for the distribution in the U. S. of French films, controlled by the Lax organization, by Stratford Pictures Corp., subsidiary of Allied Artists, parent company of Allied Artists International.

Three Films Scheduled

Three Allied Artists pictures have been set for immediate distribution by Lax Films. They are "Crime In The Streets," a Vincent Fennelly production, directed by Donald Siegel; "The Come On," a Lindsley Parsons production in Superscope starring Anne Baxter and Sterling Hayden, and "The Warriors," starring Errol Flynn, in CinemaScope and color. "Crime In The Streets" and "The Come On" are currently in release while "The Warriors" was released late in 1955.

Col. Declares Cash And Stock Dividends

The board of directors of Columbia Pictures yesterday declared its regular quarterly dividend of 30 cents per share on the common stock presently outstanding and voting trust certificates for common stock payable July 30, to stockholders of record June 29.

The board also declared a 2½ per cent stock dividend on its outstanding common stock and voting trust certificates for common stock payable in common stock on the same dates.

Party for 'Duchin'

Russel V. Downing, president of Radio City Music Hall, will be host at a cocktail party for Kim Novak, Victoria Shaw and George Sidney of "The Eddy Duchin Story," in the studio apartment of the Music Hall next Wednesday. The Columbia picture opens at the Music Hall the following day.

L.A. Likes 'Trapeze'

Hecht and Lancaster's "Trapeze" rolled up the biggest second-week gross to be registered by a United Artists release at the Fox Wilshire Theatre in Los Angeles, with a take of $26,000, it was announced by UA. The UA release had its third gala premiere yesterday at the United Artists Theatre in Chicago.

. . . NEWS ROUNDUP

Filmack Has New Trailer

Filmack Trailer Co. has announce the completion of a special trail which demonstrates the advantages the wide screen over the small tel vision screen. The film, designed run just ahead of the feature attra tion, allows the tiny tv picture to b followed immediately by the openin scenes of the feature on the wid screen.

■

Projectionists Picket

Projectionists belonging to Loc 301, IATSE, who have been picket ing the Arch Street Theatre in Ne Britain, Conn., have forced the 90 seat house to close down, it was dis closed by the Perakos Theatre ci cuit. The union charges the theatr with a breach of contract.

■

Starr Gets More Air

Martin Starr, Hollywood com mentator for the Mutual Broadcastin System, will be a busier man thes days as the network has increased hi broadcasting time. Starr's "Here Hollywood" has been expanded to 10-minute feature thrice weekly.

■

Renovate S-W House

The Stanley Warner Theatre i Utica, N. Y., the Avon, has bee closed for two weeks to permit vaca tions and renovations. The theatr is scheduled to re-open in late June

■

Drive-ins Near Finish

Four new drive-ins, the Bengies Bengies, Md., the Exton, Exton, Pa the Vista-Vu, Colorado Springs, Colo and the Conesus, Lakeville, N. Y which are scheduled to open in lat June and early July, are bein equipped with the latest RCA theatr sound, projection and accessory equip ment, it was announced by A. Platt, manager of RCA's theatr equipment sales.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BHOWANI JUNCTION"
starring
Ava GARDNER . Stewart GRANGER
in CinemaScope and Color
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

Balaban and Other Paramount Officers Reelected by Board

Barney Balaban, president; Adolph ukor, chairman of the board, and all ther officers of Paramount Pictures Corp., yesterday were reelected at a neeting in New York of the com- any's board of directors.

The other officers reelected were: tanton Griffis, chairman of the ex- cutive committee; Y. Frank Free- nan, Paul Raibourn and Louis Phil- ps, vice-presidents; James H. Rich- rdson, treasurer; Louis A. Novins, ecretary; Russell Holman, Arthur Is- ael, Jr., and Jacob H. Karp, assistant ecretaries.

20th to Show 'June' For Kaiser People

Twentieth Century-Fox has con- luded a deal with the Kaiser Steel nterests for exclusive showings of its inemaScope production of "D-Day, he Sixth of June," in a number of Vest Coast theatres.

The plan provides for the industrial rganization to take over a theatre for ne night, two nights or even a week, uring which period a new picture vill be shown in its community ex- lusively for its employees. The em- loyer contracts for a sufficient num- er of tickets to cover his employees nd their families at special admis- ion prices, but, in addition, provides he theatre with a guaranteed mini- num gross.

Herman Wobber, Western division nanager for 20th-Fox, points out that vhile the additional monies will be eceived in film rental is most impor- ant, another major factor involved is hat "we are bringing back to the heatre many people who have been way far too long a time."

Hope Launches Drive

The ticket-selling campaign Bob Hope has charted for himself on "That Certain Feeling" will move nto high gear on Sunday with the ctors presentation of his Coast-to- Coast "Spectacular" over NBC-TV. This will be followed immediately by ix days of on-the-spot promotional ctivity centering around the world remiere of the Paramount Vista- Vision-Technicolor comedy at New York's Paramount Theatre on Wednesday.

Ettinger Joins CBS-TV

George Ettinger, former radio-tele- ision department head for Columbia Pictures, has joined the press in- ormation department of the Colum- bia Broadcasting System's television etwork.

Allah' to Premiere

"Island of Allah" will have its merican premiere at the Trans-Lux 9th Street Theatre here on June 26, was announced by Joseph Bren- ere, U. S. distributor of the film.

150 Contestants, 25 Foursomes

Industry-ites Joust at Golf As Cinema Lodge Plays Host

Well, what kind of a day was yesterday? It was a day on which tired industry-ites took time off from their hum-drum duties in order to chase a little white ball around the Vernon Hills Country Club or to plunge into the sparkling waters of the pool or get schneidered in the gin rummy games. It was the day of the annual film industry golf tournament, sponsored by Cinema Lodge, and somebody on the committee must have slipped a bonus to the weather man to insure perfect weather. The weather was hotter than many of the players' scores.



Robert Shapiro

Lodge president Robert K. Shapiro passed out—not with the heat, but with the prizes at the end-of-the-day banquet. William German, Inc., donated the prizes for the winners in each foursome, while National Screen Service gave the prizes for the runners-up. Even those who didn't play were runners-up. They kept running up to the bar.

Tournament chairman Martin Levine and co-chairmen Marvin Kirsch and Harold Rinzler were the ringmasters of the outing and they did a bang-up job, aided and abetted by Don Mersereau, Charles Alicoate, Herb Berg, Jack Hoffberg, Milt Livingston and the Robbins boys—Burt, Norman and Alan.

Well, who carried off the loot? Cast your eyes right for the names of those who are wizards at golf or whose arithmetic is gosh-awful in totalling scores.

Accolade for low net went to Clem Perry with Charles S. Aaronson as runner-up; for low gross to Will Fabricant, with Len Gruenberg second.

The putting contest found three experts in a photo finish, the same being Allan Smith, Joe Malcolm and George Trilling. Ed Fabian made the longest drive, his closest competitor being Bill Cochran, followed by Al Fitter.

Hole-in-one laurels were bestowed on, in one-two-three order, Mitchell May, Jr., Charles S. Aaronson and Morey Goldstein.

Charles Alicoate took the birdie prize, while George Dembow was acclaimed as the best-dressed golfer. Booby prize was handed to Joe Wohl; Mortimer Wormser shone as the early bird, and William Heineman got a hand for having traveled the longest distance to enter the fray.

Foursome Winners Galore

Foursome winner included Leo Jaffe, Stanley Kolbert, Marty Shafir, Will Fabricant, Charles Alicoate, Allan Smith, Carl Lovgren, Bill Fliansnich, George Roth, Jerry Edwards, George Martini, Max Friedman, Fred Hyman, Max Cohen, Len Gruenberg, Clem Perry, Dick Turtletave, Morey Goldstein, Jack Harris, Hugh Owen, Frank Danis, Hal Levine, Bill Cochran, Ted Evenstein and Al Fitter.

Approximately 150 contestants entered, including 25 foursomes.

20th-Fox Launching Radio 'King' Drive

The largest saturation radio advertising campaign in 20th Century-Fox history, a six-day drive utilizing more than 1,100 spot announcements, will commence on June 23, heralding Rodgers & Hammerstein's "The King and I," in CinemaScope 55, which opens on June 28, at the Roxy Theatre.

A record audience penetration will be achieved with spots being programmed around-the-clock on nine network and independent stations blanketing the greater New York-New Jersey areas. Stations represented in the line-up are WRCA, WCBS, WABC, WOR, WMCA, WINS, WPAT, WQXR and WMGM.

The announcements, of 10-second duration, will state: "This is (name of station), New York, where Rodgers & Hammerstein's 'The King and I,' in CinemaScope 55, will open at the Roxy Theatre on Friday, June 28."

Sullivan to Honor Huston on TV Show

Ed Sullivan will honor producer director-writer John Huston on his July 1 television program with scenes from the films, recent and past, made by Huston. Among the Hollywood personnel taking part in the tv show will be Gregory Peck, Jose Ferrer, Orson Welles, Edward G. Robinson and Vincent Price.

Youngstein to Coast

Max E. Youngstein, vice-president of United Artists, and his family, will leave here next Wednesday for Hollywood. Youngstein will spend the summer working with West Coast UA officials on forthcoming UA productions.

'Chase' Here June 26

The New York premiere of Walt Disney's "The Great Locomotive Chase" will take place at the Mayfair Theatre on June 26.

Test Censor Powers

Md. High Court To Hand Down Edict on 'Arm'

Special to THE DAILY

BALTIMORE, June 14.—For the first time in the state's history, Maryland's highest court is being called upon to decide a case involving censorship of a motion picture. In effect, the right of the Maryland State Board of Motion Picture Censors to exercise its powers will be on trial.

An order by the censor board that a scene from "The Man With the Golden Arm" be deleted is the basis for the case. The scene depicts the film's hero preparing for a narcotics injection.

Text of Law

The board ruled last Jan. 12 that the narcotics scene violated a section of the law which specifies that any film which "tends to incite crime" or "advocates or teaches the use of, or methods of use of, narcotics or habit-forming drugs" shall be disapproved.

United Artists and Carlyle Productions, Inc., appealed to the Baltimore city courts, on grounds, among others, that no prior restraint by way of censorship is valid.

The film companies also contended that the scene in doubt, which runs less than two minutes, did not incite to crime or teach or advocate methods of using narcotics, and that the censorship was an infringement of freedom of speech.

Judge Joseph Byrnes of the Supreme Bench of Baltimore upheld the censors. Until last year there would have been no appeal from Judge Byrnes' decision. However, the 1955 legislature provided, for the first time, that cases of this kind could go to the Maryland Court of Appeals. And this is the initial instance which has been carried so far.

Brazilians Guests at Cinerama K.C. Debut

KANSAS CITY, June 14. — The opening here tonight of the 17th Cinerama installation in this country was marked by the mass attendance of 62 Brazilian mayors and civic officials. The visitors, from the State of Sao Paulo, who are returning a similar visit made by American mayors, attended a banquet at the Hotel Muehlbach before the Missouri Theatre premiere.

Some 250 people, including the mayors of Independence, North Kansas City and Kansas City, Kansas, were guests at the dinner for which the Hon. H. Roe Bartle, mayor of Kansas City, Mo., acted as toastmaster. The opening was sponsored by the Kansas City Philharmonic Association.

Executives of Stanley Warner Corp., holders of production and exhibition rights for Cinerama, attended.

WB Deal

(*Continued from page* 1)

pertain to the separation of theatre interests from the Fabian family foundation, which holds title to the Stanley Warner, Fabian Enterprises, Cinerama exhibition and other theatre interests. Legal opinion holds that it would not be sufficient for Fabian to withdraw from his executive positions in the various theatre companies in which he has an interest as long as members of his family continued as members or beneficiaries of the foundation.

Complete Divestiture a Possibility

Some legal opinion holds that the only solution appears to be complete divestiture of theatre interests by the family foundation.

Whatever the new complication might be, it obviously has completely reversed the optimistic view that a solution could be worked out which prevailed last week.

MOTION PICTURE DAILY was told by the principal, who asked not to be identified, that contrary to widely circulated reports in the industry and in financial circles no deadline for a resolution of the Fabian problem exists. The industry reports are that the deal could be called off with the Warner Bros. retaining their controlling stock interest in the company if all basic arrangements have not been concluded by July 2.

Says There Is No Deadline

"That is not true," the principal stated. "The purchase agreement is almost completed. There is no deadline affecting that nor for the resolution of Fabian's qualifications. We are all working on it. If we are unable to solve the problem then we will proceed with someone else at the head of the company, as our plans provide."

The principal pointed out that the complex nature of the deal and attendant problems necessarily make preliminaries unusually time-consuming.

"It took months just to get the Internal Revenue Service ruling on the tax status of the sale of the Warner backlog for television use," he pointed out.

Talks Held With Justice Dept.

It is known that several conferences between the principals and the Department of Justice officials have been held in Washington concerning application of the Federal Court decree in the industry anti-trust case to Fabian as head of Warner Bros. management. The decree prohibits integration of production and exhibition interests, necessitating that Fabian resolve in some way that injunction.

Justice officials have stated that no specific proposal concerning Fabian that could be acted upon by them one way or another has been put before them. The discussions held have been limited to what Justice's attitude would be under various possible courses which might be taken. Thus the principals are aware of what could be done without incurring Federal opposition, and are left to try to work it out as best they can.

Much WB Stock Acquired

Serge Semenenko, first vice-president of the First National Bank of Boston, heads the group which has agreed to purchase approximately 700,000 shares of Warners stock, representing working control, at $27.50 per share from the Brothers Warner and members of their families. The group also has acquired a substantial amount of Warner stock in the market and from other sources, it is reported.

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Modern Housekeeping Apartments for rental on Shinnecock Bay—Rampasture Road, Hampton Bays, Long Island.

Luxurious, furnished units for "out of this world" living.

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REVIEW:

Santiago

Warner Brothers

HOLLYWOOD, JUNE 14

ALAN LADD, Lloyd Nolan, Chill Wills and WarnerColor are the names of ready recognition available to exhibitors for promotional use in behalf of this attraction in which the less widely known Rossana Podesta of "Helen of Troy" plays the feminine lead. The attraction is a well-made melodrama concerning the Cuban rebellion against Spain which led up to the Spanish-American War, and it is as full of fighting and dying as the subject suggests, with Ladd and Nolan portraying rival gun-runners who patch up a temporary personal peace in the interests of mutual monetary reward, and decisively resume their private war immediately after learning no financial gain is going to accrue. Unless today's box office generation is more interested in Cuban-Spanish history *circa* 1898 than has been indicated heretofore, the picture's exhibition experience appears to ride on exploitation of the cast names.

The picture was produced by Martin Rackin from a Rackin novel entitled "The Greater Courage" and from a screenplay by himself and John Twist. Under Gordon Douglas' distinguished direction the players turn in a number of forceful performances. Ladd's portrayal of an American Army officer turned gun-runner is well sustained and convincing. Nolan's delineation of a completely unprincipled adversary is among his best. And Chill Wills makes rich capital of his role as captain of a ramshackle river-boat converted to salt-water uses.

In simple terms, the story traces the efforts of rival gun-runners to transport munitions from Florida to Cuban rebel forces, by boat and wagon, an undertaking in which they are successful, at cost of many lives, except that they do not get the money promised them. (The story ends prior to this country's declaration of war against Spain.)

Running time 91 minutes. General classification. Release date, July 7.

WILLIAM R. WEAVER

Southwest Business

(*Continued from page* 1)

New York for conferences with Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and that he will leave here late next week for Saranac, N. Y., to attend the annual board of directors meeting of the Will Rogers Memorial Hospital there.

RCA Issues New Magnetic Cluster

CAMDEN, N. J., June 14.—A new-type RCA magnetic cluster for theatre sound-reproduction systems, which introduces a removable cap for economical replacement of worn magnetic pickup heads, was announced yesterday by J. F. O'Brien, manager of the theatre and sound products department, Radio Corp. of America.

For the first time, the new device makes it unnecessary for exhibitors to discard a complete cluster when its pickup heads are worn out, O'Brien said. A replaceable cap with new pickup heads can be inserted in the original cluster at only a fraction of the cost of a complete replacement cluster, he added.

Book 'Lost Horizon' At N.Y. Normandie

Columbia's Frank Capra production, "Lost Horizon," first released in 1936, will open at the Normandie Theatre here on Tuesday. Ronald Colman is starred in the screen version of the James Hilton novel, and Jane Wyatt, John Howard, Margo, Thomas Mitchell, Edward Everett Horton, Isabel Jewell, H. B. Warner and Sam Jaffe are featured. Capra also directed. The screenplay is by Robert Riskin.

The current showing is in line with the Normandie policy of showing each year one of the great films of the past.

Zanuck Pact

(*Continued from page* 1)

had opposed releasing Zanuck from his pact.

The opposition group, representing 1,100 shares of 20th-Fox stock, had claimed insufficient time to study the ramifications of Zanuck's deal, but Justice Aurelio stated that ample time had been given. The contract was declared to be fair and reasonable.

Tennessee

(*Continued from page* 1)

uary, and the Tennessee Theatre Owners Association, holding its annual meeting at the Hermitage Hotel here today, authorized President J. Morton Tune, Shelbyville, to employ a full-time executive secretary in anticipation of the present need and extending at least through next year's session of the state legislature. President Tune promised the earliest possible action on a selection.

Two Promotion Suggestions

Two major promotion ideas drew considerable attention from the more than 50 theatre owners present. Harold O. Hastings, general manager Sanders Manufacturing Co., Nashville, outlined a merchandise "give-away" program, combined with a sales idea that will pay the cost of the whole deal. At least two-thirds of those present expressed an immediate interest in it. By the plan dealers would obtain merchandise at cost direct from manufacturers. Sanders would get only a sales commission. Sale of serving trays obtainable at extremely low cost would pay the whole bill.

Explained by Link

Enthusiasm was shown for the Crescent Amusement Co.'s "enjoy a night out—go to the movies" institutional advertising campaign explained by John Link, of Crescent.

This is not an election year and J. Morton Tune remains as president and Robert Hosse, Crescent film buyer, continues as secretary-treasurer.

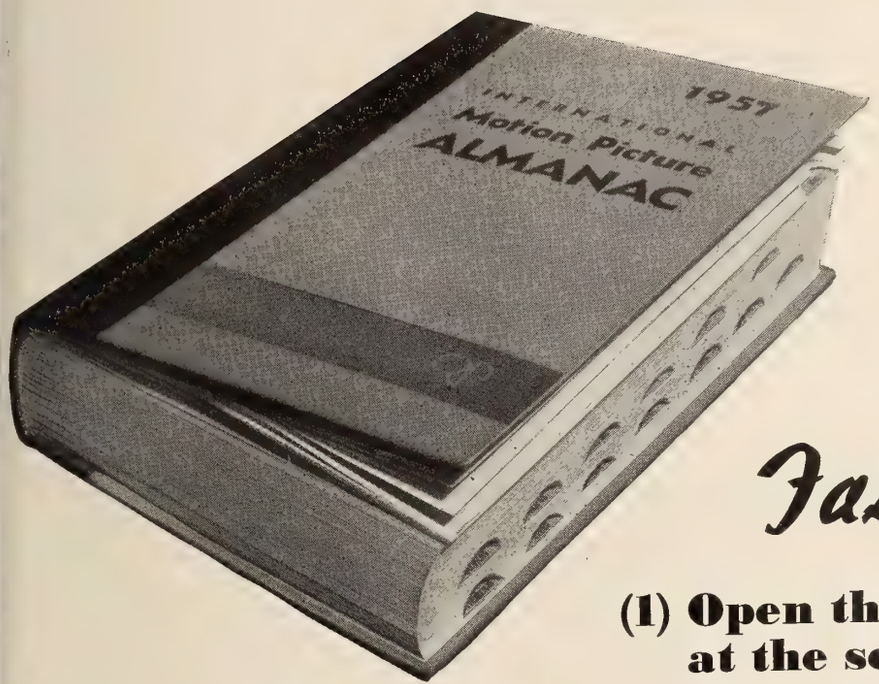
Atlanta WOMPI Selects Committees

ATLANTA, June 14. — Mrs. Jackie Cowart, of United Artists, newly elected president of the Atlanta chapter of the Women of the Motion Picture Industry (WOMPI) has selected the following to serve as committee chairmen:

Mrs. Lois Cone, Martin Theatres, extension; Mrs. Nell Allen, Wilby-Kincey, by-laws; Mildred Castleberry, Martin Theatres, finance; Mrs. Pat Brown, Warners, bulletin; Mrs. Ray Collins, Universal, social; Mrs. Nell Middleton, M-G-M, publicity; Mrs. Martha Chandler, United Artists, club history; Mrs. Ernestine Carter, Paramount, gift; Betty Whitmire, Film Booking Office, chaplain; Mrs. Helen Taylor, M-G-M, parliamentarian; Mrs. Lynda Burnett, United Artists, program; Mrs. Juanita Elwell, Bailey Theatres, membership; Mrs. Allene Robbins, 20th Century-Fox, group chairman.

Any of the many times you need to know

"Who", "What", "Where", "When"—

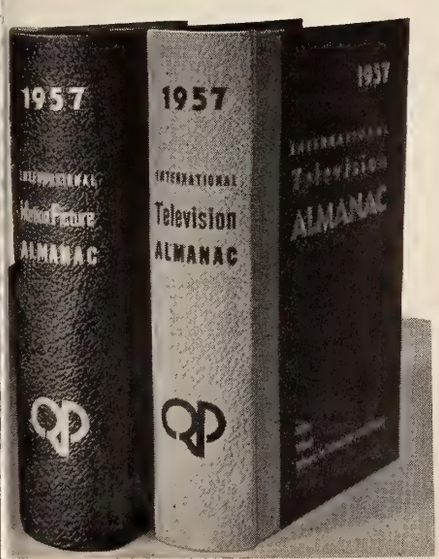


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PEOPLE

Goddard Lieberson, president of Columbia Records, has been elected to the board of directors of Columbia Broadcasting System.

¤

Alger Lancaster, Arkansas exhibitor, has been appointed a Colonel on the military staff of **Governor Earl K. Long** of Louisiana.

¤

Thomas M. Felgen has joined the Midwest sales staff of Audio Devices, Inc.

¤

Richard C. Babish has been named director of technical operations for Louis de Rochemont-Cinemiracle Productions, Inc.

¤

Melvin Spiegel, former press relations director for **Arthur Godfrey,** has been appointed manager of special projects of CBS Radio press information.

¤

Edward Fay of Providence has been named general co-chairman of the 1956 Jimmy Fund Drive in Boston. The other co-chairman is **Joe Cronin** of the Boston Red Sox.

¤

George Klimt has been appointed to the newly created position of field sales manager for Ansco, the photographic manufacturing division of General Aniline & Film Corp.

¤

Peter Gazely has been appointed assistant to Tri-State Automatic Candy Co.'s branch manager **George H. Schenck** in Albany.

Conn. MPTO Golf Tournament July 17

NEW HAVEN, June 14.—The annual golf tournament and dinner of the motion Picture Theatre Owners of Connecticut will be held at the Racebrook Country Club in Orange, Conn., on July 17, George H. Wilkinson, Jr., and Harry Feinstein, co-chairmen, announced. The outing will start off with a luncheon, followed by golf, a dinner and the awarding of prizes.

Assisting the co-chairmen are James Bracken, James Darby, Ted Jacocks, Harry F. Shaw, Max Hoffman and John Perakos.

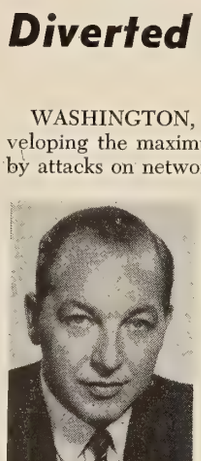
The distributors committee consists of Henry Germaine and Irving Mendelson. Co-chairmen of the gifts committee are Albert M. Pickus and Alex Schimel. Samuel Weber is treasurer and Louis A. Brown is handling publicity.

Sarnoff Tells Senate Group

TV Stations Growth Shouldn't Be Diverted By Attacks on Networks

From THE DAILY Bureau

WASHINGTON, June 14.—The television industry's vital objective of developing the maximum number of stations should not be obscured or diverted by attacks on network operations, Robert W. Sarnoff, president of the National Broadcasting Co., told the Senate Committee on Interstate and Foreign Commerce today.



Robert Sarnoff

If these attacks should lead to restriction of network operations through additional government regulation, Sarnoff warned, then the "whole delicate balance of network advertising, affiliation relationships and service to the public could be upset.

"Moreover, various types of regulation which have been proposed could not be effected without regulating advertisers. Such a step would raise the most serious problems not only for television, but for the American enterprise system," he said.

Gives Income Figures

The NBC president's 38-page statement included the first public report by any television network of its annual sales and income figures. These figures reveal that in its first eight years, from 1947 through 1954, NBC-TV incurred a cumulative loss of more than $4,000,000. Only in 1955 did the network achieve a cumulative net profit—which amounted to $2,315,000, or less than one-half of one per cent of cumulative net sales for the nine years of the network's operation.

"These facts show that any claim of exorbitant profits from this high risk business is not in accordance with the economic realities," he declared.

In giving the Committee a broad picture of the organization and operation of the NBC TV network, Sarnoff said it presents annually 6,500 different programs, serves 200 stations and does business with over 200 advertisers of all types and sizes.

2.7% of National Advertising

He also highlighted these factual points: NBC produces less than one-third of the programs in its schedule. "Rather than stifling independent production, networks have provided an important encouragement and stimulus for program development by outside producers," he explained. Between 80 per cent and 90 per cent of the total hours on the NBC network consists of live programs. "Only through a network system can live programs be broadcast on a national basis." NBC's share of all national advertising revenue in 1955 was 2.7 per cent; its share of all television advertising revenue was 21.7 per cent. "No network comes near controlling a share of the market large enough to approach a monopoly position."

Landau to Testify on Film Distributor's Role

Ely A. Landau, president of National Telefilm Associates, Inc., will testify on Tuesday before the Senate Foreign and Interstate Commerce Committee, which is conducting an inquiry of the TV industry. Landau will discuss the film distributor's role in the television industry.

Wis. Allied

(*Continued from page* 1)

fort to arrive at solutions of the more pressing industry problems of the day.

Introduced by Angelo Provinzano, retiring president of the organization, the resolution called upon the producers-distributors for cooperation in such a project cited the need for unified industry action in overcoming the business problems which threaten the continued existence of many theatres.

Such an industry-wide round table meeting, the resolution contended, could serve to "conscientiously lay the groundwork for mutual understanding and trust so that the best interests of exhibitors of the nation, as well as of distributors, will be served."

F. J. McWilliams of Portage, Wis., was honored at the closing convention and presented with gifts in commemoration of his 50th year in exhibition.

Wisconsin Allied members voted the organization's first summer convention at a resort site a complete success and initiated plans for a similar gathering next year.

Cinerama to Open

(*Continued from page* 1)

in Caracas, Venezuela. The Spanish speaking world premiere, with "This Is Cinerama" as the opening presentation, will take place on Sept. 13.

Kalmine signed the agreement with Carlos Plaza, president of the Cines Venezuela, C.A., in his office yesterday with flashlight ceremonies for the Venezuela newsreels.

The Teatro Del Esto is a new theatre of modern style and marks the 25th Cinerama house to be opened throughout the world.

With Caracas as the first city in South America to house a Cinerama theatre, Cinerama will be showing on four continents. There are Cinerama theatres in London, Paris, Rome, Milan and also in Tokyo and Osaka, Japan. "This Is Cinerama" is being dubbed here for its debut in Spanish narration.

Tax Meeting

(*Continued from page* 1)

the tax cut included in the gene excise tax relief bill, but members becoming more certain each day t this general bill will not be enac this year.

In anticipation of the key comm tee meeting in the near future, o cials of the Council of Motion P ture Organizations will step up th efforts to have exhibitors cont members of the Ways and Mea Committee in the coming few da

Meanwhile, Sen. Beall (R., Md announced he has introduced a b to remove the admissions tax a other "killjoy taxes."

Beall said it was "completely i congruous" for the government to pr mote widespread recreation progran and at the same time maintain tax that kill recreation opportunities. H bill would remove taxes on adm sions, club dues, sporting goods, pla ing cards and other recreation iten

5 Reade Managers Win Cash Awards

Five Walter Reade circuit ma agers in New Jersey and New Yo were winners in the "Manager of th Month" contests for March and Apr it was announced by Walter Read Jr., president.

Cash prizes are awarded eac month to the managers who do th best over-all job in advertising, e ploitation, public relations and phys cal management of their theatre.

For March, Mike Dorso of th Community Theatre in Kingston N. Y., and John Balmer of the May fair Theatre in Asbury Park, N. J were tied for the first place award and Charles Sutton of the Park Thea tre in Morristown, N. J., won secon place.

For April, John Balmer again too first place and this time for his cam paigns on "Carousel" and "Picnic" Joe Sommers of the Paramount Thea tre in Long Branch, N. J., won sec ond place for co-op ads wit merchants on "I'll Cry Tomorrow," "Benny Goodman Story," and "Guy and Dolls." A special prize wa awarded to Frank Deane of th Woodbridge Drive-In for handling o the Easter Dawn Sunrise Service.

It's Melville Square

NEW BEDFORD, Mass., June 14 —New Bedford has re-christened it public library square "Melville Square" by vote of the City Coun cil, in honor of the American novelist Herman Melville, and Warner Bros. Technicolor film version of hi "Moby Dick," which premieres here June 27.

Buys 'McGarry' Series

HOLLYWOOD, June 14. — Pelham Corp. president George R. Batchelle has announced the purchase of tele vision film rights to the "Dan McGarry and His Mouse Kitty" short story series, which has appeared in "This Week Magazine" since 1940.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 117 NEW YORK, U. S. A., MONDAY, JUNE 18, 1956 TEN CENTS

EDITORIAL

olutions Are At lome, Not in D.C.

By Sherwin Kane

BECAUSE of some evidences of skepticism displayed by members of the Senate Small Busi-ss subcommittee during the re-nt industry hearings concerning e credibility, or validity, of some ternal industry grievances, there e those who feel that when the bcommittee's report is handed wn a month or so hence, it will ffer in but few important respects om the one prepared following the se of 1953 hearings.

That one, it will be recalled, aced great reliance on the ability an industry arbitration tribunal resolve many of the trade con-oversies aired at the hearing, and so suggested that others might be erted by a more rigid enforce-ent of the industry anti-trust de-ees by the Department of Justice.

Insofar as the recently concluded arings are concerned, the Justice partment let it be known in the atement which it filed with the bcommittee last week in reply to hibitor charges that the sugges-n still needs implementation, at the industry decrees have been d are being properly enforced.

No significant change in policy in at respect is to be anticipated.

Thus, on the record of the latest arings, exhibitor groups responsi-e for their calling have little rea-n for looking forward to the sub-mmittee's report with anything t mixed feelings.

It is taking no little time for se factions to become reconciled what has been plain to others long: that Congress and the De-tment of Justice are not to be ily inveigled into taking sides in at are essentially internal trade putes between buyer and seller. But inevitably that will sink in. d when it does, there will be re hope than there is right now t aggrieved exhibitors will have ums within their industry to ich their grievances may be taken be resolved by panels on which ir fellow exhibitors will sit.

Television Today

IN THIS ISSUE **PAGE 7**

- **Spotlighting the news in Television Today—a run-down of the summer replacements reveals re-runs will be the dominating factor during the hot, hot weather.**
- **Passing in Review—The week's highlights in shows.**
- **Who's Where—Personnel Changes within the industry.**

In Plea to Tennessee Exhibitors

Film Theatre May Become Outmoded, Starr Warns

Special to THE DAILY

NASHVILLE, Tenn., June 17.—Warning that the motion picture theatre may become outmoded was issued here by Alfred Starr, chairman of the Theatre Owners of America's executive committee, at the annual meeting of the Tennessee Theatre Owners Association. He asserted that the situation has become worse since last year.



Alfred Starr

"More TV stations, more sets, particularly cheaper color sets, better programming, with improvements, such as wall projection, are all coming, just as

(*Continued on page 6*)

Compo Lauds Summer Fare

The 64th in the series of Council of Motion Picture Organization ads in "Editor & Publisher," which appeared Saturday, points up the fine pictures which will be shown in the nation's motion picture theatres this summer. Under the caption, "For The Best In Entertainment, It Is The Movie Theatre," the ad lists 20 films for summer release by the 10 major studios.

"The country's air-cooled movie

(*Continued on page 6*)

NFC to Handle Rep., Para. in Oklahoma

From THE DAILY Bureau

CHICAGO, June 17.—Stockholders and directorate of National Film Carriers convened here at the weekend under the direction of Chester Ross, with discussion centered principally on the matter of potential new business with several distributors.

Ross pointed out that NFC now handles distribution for some 17 Republic branches and is taking over for Paramount and Republic in Oklahoma City.

RKO Sets Up New Merchandising Plan At Studio Parleys

From THE DAILY Bureau

HOLLYWOOD, June 17.—An important innovation in the field of motion picture merchandising was presented to RKO producers at the weekend at a meeting in the studio attended by General Teleradio and RKO studio executives and representatives from the J. Walter Thompson advertising company.

Robert A. Schmid, vice-president of RKO Teleradio Pictures, gave a

(*Continued on page 6*)

Optimistic

Theatres Seen Due for Taste Of Prosperity

Factors and Time Right For Attendance Upturn

Theatre attendance has touched bottom and leveled off, with a substantial upturn expected to begin momentarily.

That is the consensus of executives of national circuits and important key operations around the country queried by MOTION PICTURE DAILY and its correspondents in the field late last week.

The slump has been one of the most disturbing experienced by the industry in years. Most theatre operators report that it began immediately after a good week of post-Easter business early in April. That down-

(*Continued on page 2*)

Requests More TV Allocations

From THE DAILY Bureau

WASHINGTON, June 17.—Charging that there is a monopoly in the television business, but that it is "based on the scarcity of at least three comparable television stations in the top population markets of the country," American Broadcasting Company president Robert E. Kintner, testifying before the Senate Interstate

(*Continued on page 6*)

Ad Heads to Begin Report Preparation

Another meeting of the MPAA advertising-publicity directors committee will be called, probably later this week, to correlate the various proposals for increasing attendance and improving theatre business which have been made over the past few weeks. A second meeting may be found necessary to complete the task.

When the work is completed, a report will be made to Eric Johnston and the MPAA board.

PERSONAL MENTION

DANIEL T. O'SHEA, president of RKO Radio Pictures, has arrived in New York from Hollywood. He will return to the Coast early in July.

•

TONY MARTIN will arrive in New York on Wednesday from the Coast, and will leave here shortly thereafter for England with his wife, CYD CHARISSE, and their two children.

•

OTTO E. KOEGEL, general counsel of 20th Century-Fox, left here for London on Friday via B.O.A.C., en route to South Africa.

•

RICHARD MCWHORTER, production manager for Hecht and Lancaster, has arrived in New York from the Coast.

•

N. PETER RATHVON, producer, returned to New York on Saturday from London via B.O.A.C.

•

DEBORAH KERR arrived here from the Coast on Friday and left the next day for London via B.O.A.C.

•

ARTHUR HORNBLOW, JR., producer, will arrive in New York today from the Coast.

•

BOB HOPE, MRS. HOPE and their four children will arrive here today from Hollywood.

•

JEFFREY HUNTER will arrive in New York today from Hollywood.

Fred Briskin Named V-P of TV Firm

Fred Briskin, production executive of Screen Gems, Inc., television subsidiary of Columbia Pictures, has joined Irving Briskin Productions, Inc., a newly formed independent tv film company, as vice-president. The new organization is headed by Irving Briskin, studio manager of Columbia Pictures, who recently relinquished that post after 25 years. He is retaining his position as vice-president in charge of production for Screen Gems.

Both Briskins will continue to supervise all filmed series produced by Screen Gems.

'Somebody' Bows July 3

"Somebody Up There Likes Me" has been set by M-G-M for a world premiere at Loew's Warfield, San Francisco, on July 3, and Paul Newman, who stars in the picture, arrived there last night to do newspaper, radio and television interviews to launch the full-scale campaign.

Attendance Upturn Seen

(*Continued from page* 1)

trend was not unexpected but when attendance failed to recover thereafter, and actually continued to decline week after week, the experience for many exhiibtors became unique.

Now they feel the bottom has been reached and the improvement is expected to manifest itself soon.

Theatre operators point to the closing of schools, the increased leisure time of the vacationing public, the seasonal termination of popular television shows and their replacement with old, repeat and substitute programs, and, most important to the theatre, the increasing release of a continuous flow of strong attractions by practically all national distributors and a number of independent producers.

Air Conditioning Helps

In addition, they point to the demonstrated popularity of air-conditioned theatres in the hot weather season, with good attendance during last week's heat wave cited as a case in point.

All of these factors, exhibitors assert, add up to a significant attendance increase starting almost at once.

In fact, a significant number of Southern and Southwestern exhibitors, in whose territories schools close in late May and early June in most instances, reported that improved business already is in evidence, with expectations that it not only will continue, but will increase in volume.

Eager for New Ideas

A widespread hope discerned among showmen is that the Motion Picture Association committtees, COMPO and others will come up with effective attendance-building ideas and projects during the summer to put into operation in the fall. In this way the upturn they confidently expect to begin soon will not be permitted to die out with the return of strong television attractions and the reopening of schools.

Above all, most of those questioned stated emphatically, "We must not permit our theatres to become mere seasonal operations. We are in business 12 months a year, and we want to continue that way."

Producers to Build Own Headquarters

HOLLYWOOD, June 17. — The Screen Producers Guild, which recently reached its highest membership total in its six year history with 150 producers, shortly will build permanent headquarters here on an appropriate site, president Samuel G. Engel announced over the weekend.

Engel said in part: "Tremendous growth, activity and enthusiasm of our organization demands permanent headquarters with facilities adequate to the varied needs of the Guild." The Screen Directors Guild and Screen Actors Guild built their own headquarters buildings previously.

Fedderson, Clampett Sign for TV Series

LOS ANGELES, June 17. — Don Fedderson announced the signing of contracts with Bob Clampett, whereby they will be associated in production of a new network television film series, tentatively titled "Binky," and also disclosed that Don Fedderson Productions has acquired a five-year lease on a studio, adjacent to the Paramount studios, recently vacated by Station KTLA, and which was effective July 1.

Clampett's contract is for exclusive services on a national basis, management of the studio and production of Fedderson's new teleseries; but allows him to produce his own local shows.

TV Film Production Going on 5-Day Week

HOLLYWOOD, June 17.—Television-film production, which has been proceeding on six-day work week despite theatrical-film production's switch to a five-day week last January, will be brought into conformity with the latter under a contract amendment negotiated by the Screen Actors Guild, executive secretary John L. Dales has announced.

The new arrangement, signed by the Alliance of Television Film Producers, the Association of Motion Picture Producers, and unaffiliated telefilm producers, provides a five-day, 44-hour work week, with double time for Saturday and Sunday work, in contrast with the former six-day, 48-hour week.

'Trapeze' Sets Mark At Chicago Opening

Hecht & Lancaster's "Trapeze" set an all-time record of $8,200 in the first day of its Midwest premiere engagement at the United Artists Theatre in Chicago, it was announced by United Artists. The figure represents the greatest opening-day total in the history of the Loop showcase, UA said.

Backed by a vast $2,000,000 promotion, "Trapeze" will open in almost 400 key situations during the July 4 holiday week. It will have its international premiere at the Odeon Theatre, London, on June 26.

. . . NEWS ROUNDUP

UA Softball Team Wins

The United Artists softball tea defeated the Kwasha, Lipton an Clarke nine, 12-4, in a Federate League game in Central Park. Th UA club, captained by Don Bas collected 18 hits behind the five-h pitching of Matty Daniels, Souther contract sales supervisor.

■

O'Connor to SAG Board

By unanimous vote of the board directors of Screen Actors Guil Donald O'Connor has been elected t the board as a replacement for th late Edward Arnold. O'Connor wi serve until the Guild's annual mem bership election next November.

■

Opens Florida Offices

Century Lighting, Inc., has opene new offices in Miami, Fla., to serv theatre, television, film and archi tectural clients in the South, Cub and Puerto Rico.

■

Hart Leases Theatre

Charles Hart has leased the New Theatre in Hoosick Falls, N. Y., fron George Boderheim of Poughkeepsi and will open the house about Aug. 1

■

Wineland Acquires Drive-in

Lloyd J. Wineland, president o Wineland Theatres of Washington has acquired the Hillside Drive-in Theatre in Maryland.



Only 8¾ hours! Fly UNITED DC-7s nonstop to LOS ANGELES!

"the Continentals"— two flights daily!

UNITED AIR LINES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

FM Moves to Halt evolts by Locals; etrillo Reelected

Special to THE DAILY

ATLANTIC CITY, June 17.—The erican Federation of Musicians taken action to smash future re- ts by insurgent locals.

Delegates at the final session of the on's annual convention assigned ad powers to their president, nes C. Petrillo, and the interna- ial executive board to move ftly against rebel affiliates. The gram originated with the Petrillo ninistration.

Under the program, the union ler will be free to seize control of local through a trusteeship when- r the executive board "has a sub- tial reason to believe" that the l, its officers or members are: lating the federation's constitution bylaws; disobeying a lawful order the constitution, executive board international president; engaging any activity or course of conduct rimental to the welfare or interests the federation or of the local on."

The trustee will have power to ose officers and appoint new ones. Petrillo, at the current meeting, relected, without opposition, to 17th term as president of the eration.

ssociated Artists olds Sales Meet

ll phases of operations of Associ- l Artists Productions were covered weekend meetings at the Biltmore el here.

ttending the sessions were presi- t Eliot Hyman, vice-president neth Hyman and director of serv- Herbert Richek. Among the s personnel were Bob Rich, gen- sales manager; Paul Kwartin, di- or of national sales; Don Klauber, ector of station sales; Ben Elrod, ntral division manager; Art Kal- n, Eastern division manager; Nor- n C. (Buck) Long, Southern divi- n manager; Bob Kronenberg, stern division manager, and sales resentatives Kirk Torney, Bob rin, Herman Katz, Seymour Abeles, Sussman, Bill Vidas, Lester To- , Ed Simmel and Dick Carthey.

ut of the Rough

., so it was 96 degrees! O.K., so re was a nine-hour subway strike! t's still no excuse for messing up names of a couple of the top ners of the Cinema Lodge Golf rnament Thursday at Vernon s Country Club, Tuckahoe, N. Y. perly listed, the names of the four e: Low Net— Leo Jaffe; Low ss—Clem Perry; Low Net Runner- —Charles S. Aaronson; Low Gross ner-Up—Len Gruenberg. The rts editor tripped on his spikes fell on his fairway. We're sorry now it's correct, and it *was* a d tournament and a fine day.

Shelton Reports to USIA

Soviet Union Is Increasing Its Output of Quality Films

From THE DAILY Bureau

WASHINGTON, June 17.—The Soviet Union and its satellite countries are sharply increasing the production of high quality propaganda motion pictures, according to Turner B. Shelton, chief of the motion picture division of the United States Information Agency.

Shelton, who has just returned from an extended overseas tour, reported to agency director Theodore C. Streibert that the propaganda pictures will be shown to audiences all over the world in order to demonstrate the "cultural achievements" of the Communist countries.

The Soviet Union has indicated, Shelton said, that it will produce 120 feature pictures a year by 1960. This compares with 75 feature-length films planned this year, 65 made in 1955 and 38 in 1954. Soviet films are now shown in 59 countries, he declared.

Propaganda Is Subtle

"Communist countries are out to win world-wide recognition through the production of box office hits," Shelton declared in his report. "They are sparing no effort and no expense to turn out lavish color extravaganzas that contain no blatant propaganda." Instead, he said the aim of the pictures is to sell the idea that Moscow is the cultural center of the world.

In addition to its feature film productions, the Soviet Union is turning out expensive documentaries, Shelton said. One of these is a 14-reel color film of Prime Minister Nehru's visit to Russia last year. The picture cost $750,000 to make, he said, and will be shown all over India. Shelton also pointed out that both the Soviet Union and Communist China are building huge new studios to take care of the increased production schedule.

Production in the satellite countries also will be stepped up, Shelton's report stated. As an example, he cited Communist China, which will make 200 newsreels and documentaries and 45 feature films this year for distribution abroad.

Schneider, George Promoted by CBS-TV

Clark George, general manager of CBS Television spot sales, has been named general manager of KNXT, Los Angeles, and the CBS Television Pacific Network, Craig Lawrence, vice-president in charge of CBS Television-Owned Stations, announced on Friday. George is replacing James T. Aubrey, who has been named manager of network programs for the CBS Television Network in Hollywood.

Simultaneously, Lawrence announced the appointment of John Schneider, eastern sales manager of CBS Television Spot Sales, to the post of general manager of that department. Schneider's replacement will be announced shortly.

Allied Artists Board, Selling Meets Slated

Allied Artists' board of directors will meet on Thursday in Hollywood, Steve Broidy, company president, announced at the weekend.

At the same time, a three-day advertising and sales meeting will be opened on William Wyler's "Friendly Persuasion."

Directors on the West Coast who will attend, in addition to Broidy, are G. Ralph Branton, George D. Burrows, W. Ray Johnston, Harold J. Mirisch and Howard Stubbins, while those from the East are Arthur C. Bromberg, Edward Morey, Herman Rifkin and Norton V. Ritchey.

Goldstein, Flinn to Attend

Those who will attend the advertising and sales meeting include Morey R. Goldstein, vice-president and general sales manager; John C. Flinn, director of advertising and publicity; Martin Davis, Eastern advertising and publicity manager; Sanford Abrahams, West Coast advertising manager; Arthur Greenblatt, home office sales executive; Harold Wirtheim, Western division sales manager; James A. Prichard, Southwestern division sales manager; Nat Nathanson, Midwest district sales manager, and L. E. Goldhammer, Eastern division sales manager.

NTA Earnings Up In Third Quarter

Ely A. Landau, president of National Telefilm Associates, Inc., reported that earnings in the third fiscal quarter increased the television film distributor's net income for the nine months ended April 30 to $242,618, equal to 37 cents per share, as against a deficit for the entire 1955 fiscal year. This compares with $145,051 or 22 cents per share earned in the first half of the year and $60,531 or nine cents per share in the first fiscal quarter.

Exhibition contracts written between July 31, 1955, the end of the previous fiscal year, and April 30, 1956, aggregated a record $3,560,898 or 49 per cent above the gross volume for the entire 1955 fiscal year, Landau said.

Commenting on the outlook, Landau stated, "As a result of the recent addition of the 20th Century-Fox feature films and the Paramount Pictures short subject library, the company is in the strongest position in its history.

See People Alert

Englund, Stern Cite Growing Asian Market

By FLOYD STONE

Their four months in Southeast Asia made them aware of a world fermenting and growing and necessarily a vast market for the motion picture, producer George Englund and writer Stewart Stern said here on Friday.

It is a world where American films so far have a following so enthusiastic that demonstrations for Marlon Brando, who accompanied them part way, needed police attention.

The men studied scenes in Hongkong, the Philippines and Thailand as research for "Tiger on a Kite," which they are making for Brando's Pennebaker Company for Paramount release. They had in mind roughly one story, about the possible adventures of a United Nations technical assistance expert; and they came back, they said, with 300. And with impressions of a need in Asia for films which instruct and interpret in terms natives will understand. Said Stern:

"I am writing hereafter not only for the Iowa housewife, but for the Thailand rice farmer."

Wise Even to the Cliches

Both stressed native pride to be heeded. In each country they found sensitivity to Hollywood cliches. They urged the industry here to expand its horizon to include problems important to Asians.

They professed to be exuberant about possibilities and distressed by anxiety they found here. They added there isn't any doubt the market exists and it may be more important than the domestic.

They expect to begin work next March, and will do another for Paramount, "To Tame a Land."

Acquires 'Allah'

Joseph Brenner Associates has concluded a deal with Studio Alliance, Inc., for the national distribution of the feature film, "Island of Allah."

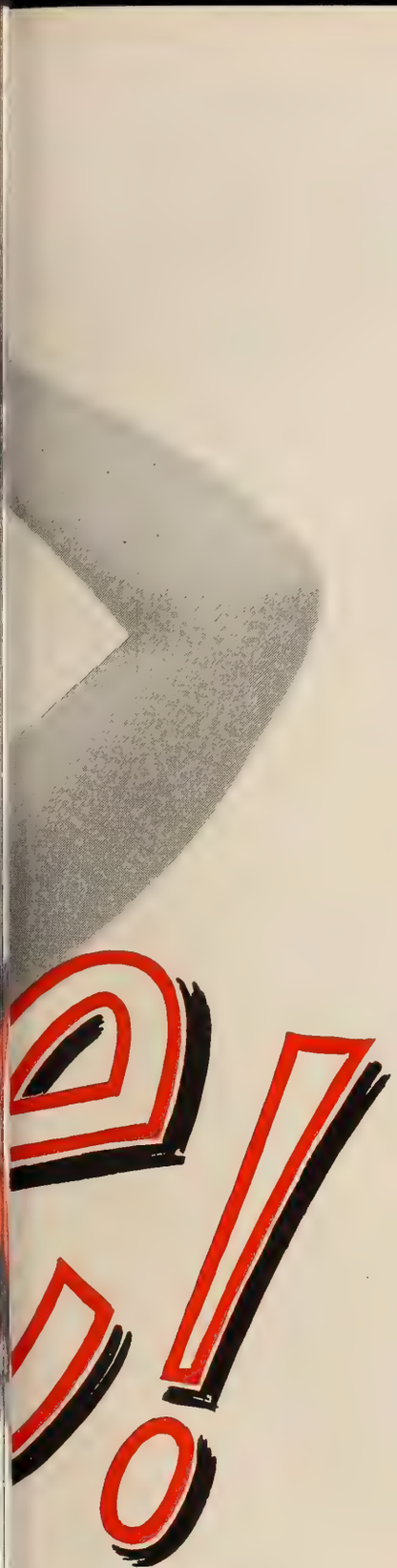
Asks Relief from Seattle Ticket Tax

Special to THE DAILY

SEATTLE, June 17.—Vigorous pleas for relief from the municipal admission tax were made by the Theatre Owners of Washington, Northern Idaho and Alaska before the Seattle City Council. The organization cited the plight of the industry as a result of the discriminatory legislation of the present tax which charges one cent on every 20. The petition asks elimination on prices up to and including $1.



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Based on the Stage Play by WILLIAM INGE

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TV Channels

(*Continued from page* 1)

and Foreign Commerce Committee, called for a "strong Congressional mandate to the Federal Communications Commission, not only to speed up the granting of television stations already allocated, but also to devise new allocations, whereby three, four or five competitive stations can be established in the larger markets of the country." This would be the best way to achieve free competition within the indsutry, he said, adding that with the solution of this problem, "alleged monopolistic practices in the industry will disappear."

To the criticism that networks unduly control programming, Kintner said ABC's position is that "no network or company has sufficient creative ability to supply directly more than a small percentage of the needed programming. We welcome today, and will welcome in the future, programs on the ABC Television Network that are owned and controlled by advertisers, by independent producers and by talent agencies."

Option Time 'Absolutely Essential'

Regarding option time, he said "it is absolutely essential that any network have reasonable assurance that its programs can be broadcast in various parts of the country in prime time. Unless this assurance can be given the advertiser, we cannot obtain the revenue necessary to finance our investment and overhead."

Kintner was the third network president to testify before the committee, Frank Stanton of CBS and Robert Sarnoff of NBC having testified previously. Next week representatives of stations affiliated with the networks will testify.

Selznick Dismissed In Chesapeake Suit

The Appellate Division of the Supreme Court of the State of New York unanimously affirmed a decision of the New York Supreme Court, dismissing the complaint in the $100,000 damage action brought by Chesapeake Industries, Inc., against Selznick Releasing Organization.

Chesapeake had alleged in its complaint that Selznick unreasonably and in violation of the distribution agreements between them, withheld approval of exhibition contracts which Chesapeake claimed they had procured through Eagle Lion Classics, Inc., the distributor. Motion for summary judgment to dismiss the complaint was granted by the lower court. The Appellate Division upheld the lower court in favor of Selznick, with costs of the appeal.

REVIEW:

Thunderstorm

Allied Artists

HOLLYWOOD, JUNE 17

THE NAMES of Linda Christian and Charles Korvin, the two principals most widely known in the United States, stand out as the most useful selling factors in this melodrama produced overseas by the American Binnie Barnes, who does not appear in it. Apart from the participation of these and some other Americans in the production of the picture, the attraction resembles the better grade of imported product, particularly the Italian, more closely than the American. It is a story about people in the Spanish fishing village of San Lorenzo and the impact upon their lives of a beautiful girl rescued from a storm-struck boat and wooed, one way or another, by most of the male citizenry thereafter. With Miss Christian playing the rescued girl, whose anatomy takes considerable beating and a deal of exposure during the action of the film, the picture appears to have a box office potential in both the commercial theatre and the art house.

Opposite Miss Christian in the slow but eventful script by Daniel Mainwaring is Carlos Thompson as the favored suitor and Korvin as the powerful local mayor who plots nefariously and with no holds barred to win her favors for himself. The script, from a story by George St. George, moves in the uneven tempo of most imported product from the rescue at sea through such incidents as a storm at sea, several fistic conflicts between the male principals, numerous sequences of romantic emotion, a beach episode in "From Here to Eternity" tradition, a prison break, an attempted rape, much drinking of wine, good and bad, and some interesting incidental flashes of the ways and means of daily living in the Spanish fishing village. The picture closes with the girl, who's made all the trouble, sailing away alone.

Direction by John Guillermin is a little overdeliberate for American purposes, but cinematographer Manuel Berenguer makes use of the slow pace to shoot some decidedly interesting town and sea coast scenery. Running time, 82 minutes. Adult classification.

WILLIAM R. WEAVER

RKO's New Plan

(*Continued from page* 1)

rundown of its national and international distribution set-up and then explained how the parent company's communication chain, including the radio network, will provide limitless facilities for merchandising RKO pictures throughout the world.

Schmid disclosed the results of a confidential depth survey just taken of the basic motion picture tastes of the public, broken down into every possible category, and their response to each medium of merchandising.

Robert Black, vice-president of J. Walter Thompson, discussed the advertising agency's program for RKO Pictures and displayed ads for three soon-to-be-released productions.

The session, attended by Daniel T. O'Shea, RKO president, was closed by William Dozier, vice-president in charge of production at RKO, who stated that the integration of the exploitation facilities of General Teleradio into this new over-all merchandising plan will pave the way for a closer understanding and co-operation between the producer, the sales department and the distributor.

FCC Powers, Duties May Be Revised

WASHINGTON, June 17. – The Senate Commerce Committee may look into the possibility of changing the Communications Act to alter the powers and duties of the Federal Communications Commission, according to committee chairman Warren G. Magnuson.

The Washington Democrat made the statement at a committee hearing over the weekend, pointing out that the act has not been brought up to date for many years. FCC chairman George McConnaughey requested some specific changes in the act several months ago.

Trans-Lux Films Set On Coast and N.E.

West Coast distribution rights to Trans-Lux Pictures have been granted to Coronet Films, represented by Alex Cooperman, in Los Angeles.

New England distribution rights have been granted to the Edward Ruff Film Associates Corp. in Boston.

Starr Warns

(*Continued from page* 1)

sure as tomorrow is coming, S said. "Added to this condition is seriousness of the sale of film libra to TV, forced by stockholders' mands for quick profits. Howe the blow that almost broke our ba was the U. S. Treasury Departme acceptance of these sales as cap gains. Another thing facing us, subscription TV which, if allow will eliminate the exhibitor as a co petitor, even for new motion pict film. The battle is far from be won. An effort will be made after general election this Fall to lice Toll TV on a trial basis."

Apprehensive Regarding Warner

Commenting on the Warner Br sale, Starr said, "We are hopeful a it is most important that the trans tion fall into the hands of Si Fabi Our ace in the hole is in the f that the large divorced circuits, w have enormous investments, m survive. If Warners' falls into t wrong hands, there is a possibil of a direct liquidation to TV intere and another producer will be gon

Claude C. Mundo, administrati assistant to the president, struck note of optimism. Mundo theoriz that "too much negative thinking in no way helping the industry solve its problems but creative a positive thinking will ultimately op the way for exhibitors to impro their box office take."

Compo Accents

(*Continued from page* 1)

theatres," the ad said, "will be offe ing this summer some of the fin entertainment ever put before t American people. This entertainme will be the unusually fine motion pi tures that the major studios ha been producing in the last fe months. They show conclusively th it is in the movie theatre that t real entertainment story is found."

The list of pictures follows: Alli Artists, "Crime In The Streets" a "The First Texan"; Columbia Pi tures, "The Solid Gold Cadillac" a "The Eddy Duchin Story"; Metr Goldwyn-Mayer," "Somebody U There Likes Me" and "High Society Paramount Pictures, "The Man Wh Knew Too Much" and "That Certa Feeling"; Republic Pictures, "Th Maverick Queen" and "Lisbon"; RK Radio Pictures, "The First Travelin Saleslady" and "The Brave One 20th Century-Fox, "The King and and "Bus Stop"; United Artists, "Tr peze" and "A Kiss Before Dying Universal, "The Toy Tiger" a "Away All Boats"; and Warner Bro "The Searchers" and "Moby Dick

IN SUPERSCOPE 235
2:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

SUPERSCOPE STANDARDIZES THE WIDE SCREEN
ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES
PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE

IN SUPERSCOPE 255
2:55 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

NEW! COMIC COLOR HERALDS!



At Last! Heralds EVERYONE WILL READ!

. . .'cause everyone loves Al Capp's World Famous Cartoon Characters!

And, here they are selling Paramount's "Certain Feeling" for you! Your Patrons will want to take these Full-Color, Hard-Selling Comic Heralds home . . . and you can be sure kids and old folks alike will read 'em through! That means a Money-Making, Boxoffice Boost for you!



For these Crowd-Gathering Color Cartoon Heralds . . . Contact your nearest branch of NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

RODGERS & HAMMERSTEIN

—1956—

On the Screens

"OKLAHOMA!" IN TODD A-O

"CAROUSEL" IN CINEMASCOPE 55

"THE KING AND I" IN CINEMASCOPE 55

On Broadway

"PIPE DREAM"

In Stock Presentation

"SOUTH PACIFIC" **"THE KING AND I"**

"OKLAHOMA!" **"CAROUSEL"**

RODGERS & HAMMERSTEIN **NIGHT CONCERTS**

by leading symphony orchestras

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Run-Down on the Summer Replacements

Hot weather finally hit the east coast last week and with it a hurricane of press releases which announced (as final) the summer programming schedules. That they are subject to change at any time was illustrated with NBC-TV's blithe, last-minute pulling of the projected Paul Whiteman show, previously scheduled to make its debut tomorrow night in the Berle-Hope-Raye spot, and the substitution of the "Irving Mansfield-created" This Is Show Business. There will be an unusually large number of re-runs, some of which will be no better than they were when first out, but generally they will be the cream of the crop of the film series. Exciting, however, are the advance reports on the upcoming Kaiser Aluminum live drama series, the long-awaited Joe and Mable film series and something called 20 Steps to $1,000,000, which may make us all numb on the subject of money. The following is a network-by-network breakdown on the most recent and noteworthy plans:

NBC-TV: Replacing Danny Thomas' Make Room for Daddy on Tuesday nights beginning July 3 will be the G. E. Summer Originals, utilizing pilot films for series which—for one reason and another—just never grew. Polka Time is to be the country substitution for Ethel and Albert, Friday nights, starting July 12. Bold Journey, a half-hour film series takes over Monday, July 16 for the anthology series, Twilight Theatre.

CBS-TV: Replacing Brave Eagle as of last Wednesday night is Cartoon Theatre, featuring the various Merrytoon characters to which the network obtained rights last year. Tomorrow night the Joe and Mable film comedy series takes over for 13 weeks in the spot vacated by Guy Lombardo's Diamond Jubilee. June 29 a half-hour film series by the name of Undercurrent takes over for the current Lineup on Friday evenings. Replacing the vanishing It's Always Jan on Saturday nights, starting July 7, is a musical format, the Russ Morgan show featuring Helen O'Connell. Also on the schedule, but still to receive starting dates, are the aforementioned 20 Steps to $1,000,000 and Sam Levenson's replacement of Herb Shriner on Two for the Money.

ABC-TV: As of last Wednesday and Friday, Jaye P. Morgan has taken over for the vacationing Eddie Fisher. The newly created Steve Allen Show supplants the NBC Comedy Hour next Sunday night and Monday, July 2, Ernie Kovacs and family take over Sid Caesar's hour. The following evening the Kaiser Aluminum drama series makes its debut in the alternate Tuesday spot made vacant by the withdrawing Playwrights '56. Its partner, the Armstrong Circle Theatre will feature kinescope repeats of the best of this season's shows. There'll be two different Ford Theatre re-runs, one series running alternate Saturdays beginning June 30 and the other for 13 weeks beginning Thursday, July 5. Friday evening's Big Story will be replaced by re-runs of Four Star's segments featuring Willie Dante, July 13. The following evening, all-girl Ina Ray Hutton supplants the Midwestern Hayride. Also on the schedule: a Paul Douglas film series replacing The Hit Parade, the Robert Montgomery Stock Theatre, Jane Wyman re-runs and the Lux Theatre's preview of un-made film scripts. Gone for the summer is The Big Surprise.

Daytime Stripping

▶ To any adult who has been confined to his television set for any length of time during the weekday, daylight hours, the success of NBC-TV's five-days-a-week re-runs of "I Married Joan" in the late afternoon time spot, will not seem surprising. For years, this time has been directed at the young fry with little or no thought of their parents, who were required to make do with the material aimed at the very, very young. "I Married Joan" not only is reported to be outdrawing its competition, but is proving there are adults around to watch. It's repeating the success of that experimental daytime stripping of My Little Margie in Philadelphia last year, but with a dividend. Incidentally, Procter & Gamble is exporting the daytime stripping technique to Mexico. It announced last week that it had purchased five Ziv series for across the board late afternoon viewing on Mexico City's XEW-TV. The series: Favorite Story, Boston Blackie, The Unexpected, Yesterday's Newsreel and I Led Three Lives.

Progress Report

▶ The American Broadcasting Company reports that the TV network's gross billings for the four month period, January-April, 1956, rose to $25,700,000, an increase of 76 per cent over the like 1955 period. To measure the increase, the network adds that the four-month total is $4,600,000 more than total network billings for all of 1953.

"Blondie" Breakthrough

▶ In the first major breakthrough at the national advertising level for the Vitapix Corp. spot television plan, Vitapix and the Hal Roach Studios scored a $1,500,000 co-sponsorship sale to Wesson Oil of the Roach-produced "Blondie" telefilm series. "Blondie" is slated for an October start in Class A time slots. The Wesson station list calls for the present Vitapix group of some 65 major outlets, plus a large additional group to cover all remaining Wesson marketing

(*Continued on page* 11, *col.* 3)

In Our View

THE current attentions of the Senate Committee on Interstate and Foreign Commerce directed toward the operation of the television networks has engendered, as may be expected, a considerable deal of attention in the public press. Whether or not the public generally is apt to take sides in the controversy over whether or not the networks as constituted have the effect of a monopoly will depend to an extent on the press treatment of the hearings.

Initially, the opening witness, Frank Stanton, CBS president, made the telling point that any change in the existing system, were any contemplated, must properly be measured against its value to the public. After all, television, utilizing the public air waves, so to speak, must serve the greatest number of people in the best possible way. That is the purpose and reason for being—essentially of the Federal Communications Commission. There is sometimes grave danger of the public, and hence the legislators who serve them, getting the notion that because business is big, and tends to dominate a good portion of its chosen field, that it is necessarily bad. That is altogether too simple an acceptance of a cliche equation.

As a matter of true and actual fact, in many instances it is because of the "bigness" of an operation that it is able to provide the public generally with superior service in every respect which otherwise would be impossible. The outstanding example of just that situation is the American Telephone and Telegraph Company. The finest telephone service in the world, far and away, is offered at comparatively reasonable rates, because A.T.&T. is geared to make it so. It is a point to be borne in mind in this network inquiry.

—Charles S. Aaronson

STEVE ALLEN—FRONT & CENTER



TV Today photo

WHY STEVE ALLEN'S new NBC-TV show will succeed was detailed in New York last week. It either will get into 10,000,000 homes, which is not so bad, but merely a minimum showing; or it will go further and perhaps provide stern competition to the Ed Sullivan (CBS) program in that important Sunday nighttime segment. Sylvester "Pat" Weaver, NBC chairman, explains, amid drinks and hot bits in NBC's dining room, and that's Steve with him. Mr. Weaver's thesis was that variety material, research indicates, is liked by many or most. But comedy is enjoyed by everyone. Steve's show definitely will be comedy, Mr. Weaver emphasized. It also will have Steve's inimitability: spontaneity and the humor of a man who writes or can write the gags he delivers. Mr. Allen amplified: he will use the camera for its mobility; that is, it will travel further than the stage door. It may even resemble a Wide, Wide World. It may also be candid—if funny. Mr. Allen additionally will introduce and elicit from well known performers talent they haven't disclosed. He will stay away from the stage door and dispense with audience interviews. Sometimes the audience is a flop.—F. E. S.

NEW ENTRY IN THE TV-FILM DERBY



TV Today photo

INTRODUCING a new firm (officially), new offices (625 Madison Ave., New York), and the new vice-president in charge of sales, Richard Carlton, left. Richard Brandt, president of the Trans-Lux Television Corporation, tells of 700 Encyclopaedia Britannica films, and more coming, one each week; of an emphasis on color (80 per cent of the new ones); of a new 15-minute series, "Profile," limning personal ties and events; of a children's program, "Once Upon a Time" (39 half-hours), and of features which it first will give theatres and then television. Among these, for instance, "Lovers and Lollipops," "La Strada," 'Dance, Little Lady," "Danger, Flight 931," a Greek feature, and another about which silence is mandatory. Mr. Brandt and Mr. Carlton said they would open at least six offices, the first two in Chicago and Los Angeles. Mr. Brandt concluded with the observation that the firm for 30 years has been known for integrity, and said: "We hope to keep it, not only in the product but in the selling."

IN BRITAIN

AR (Associated-Rediffusion), London midweek contractor, and ATV (Associated TeleVision), London weekend contractor, are to considerably reduce their network programmes. Some special items will still go out over the network but during the next three months AR will have to fill four hours time taken from ATV, and the latter fill 10 hours taken from AR. An exchange of programmes between Granada, the Lancashire midweek contractor, and AR will continue. Financial disagreement is understood to be behind the decision of the two London companies to cease major network plans. It is almost certain, however, that a greater degree of networking will return later in the year.

AR plans to increase its summer hours of transmission in London. Total transmission hours will now be increased from 25 to 35 a week. Some 700 programmes, including 22 new series, will be put out during the coming months. Advertisement manager John Clark announces that AR will maintain its present rates and rate structure until at least the end of this year.

SHOWMAKERS

Judith Anderson, Kevin McCarthy, Kathleen Crowley and Rhys Williams make up the stellar cast of Mary Roberts Rhinehart's detective thriller, "The Circular Staircase," which will be presented on Climax! Thursday, June 21 on CBS-TV.

Singer Fran Warren will be featured on Stage Show, Saturday, June 23 on CBS-TV. Also on hand will be singing protege Jimmy Randolph, who will be introduced by baseball star Jackie Robinson and night club comedian Earl Hall. Likewise present will be Tommy and Jimmy Dorsey and their combined orchestra and the June Taylor Dancers. Jack Philbin is executive producer of the series and Frank Satenstein is the director.

ABC-TV will introduce a new Friday evening series, It's Polka Time, beginning Friday, July 13, it is announced by Robert F. Lewine, vice-president in charge of programming and talent. The permanent cast will include Bruno Zielinski and Carolyn DeZurik.

MacDonald Carey and Kim Hunter star and Paul Stevens is featured in "Moment of Courage," an original television play by Henry Misrock on The United States Steel Hour, Wednesday, June 20 on CBS-TV. The cast includes Don Briggs, Kevin Coughlin, Victor Thorley and Gene Peterson. The show is by the Theatre Guild.

World champion rodeo cowboy Casey Tibbs debuts in a co-starring role with Brandon de Wilde in "Partners" when "Screen Directors Playhouse" bows on ABC-TV, Wednesday, July 4. The cast includes Clem Bevins, Robert Wilke and Don Beddoe.

Who's Wher

Last week these changes:





ABC has appointed Frank G. Ralst left, to run the network's western fi department, and Don Van Atta to h coordinate for the network at W Disney Productions. Mr. Ralston h been assistant coordinator at Disn and Mr. Van Atta was assistant progr coordinator on "You Asked for It."

ALAN BAUTZER, for the past fo years creative director for t Crosley Broadcasting Corporati (WLW in Cincinnati) has join the Westinghouse Broadcasti Company as sales promotion dire tor for KYW-TV in Cleveland.

BASIL O'HAGAN has been nam chief engineer of WNDU-T Channel 146, NBC affiliate in Sou Bend-Elkhart, it is announced **BERNARD C. BARTH,** vice-pres dent and general manager. M O'Hagan comes to WNDU-T from WICS-TV in Springfield, I

THOMAS W. SARNOFF, direct of production and business affai for NBC's Pacific Division, h been elected a director of t Kagran Corp.

A new organizational structure f stations WRCA and WRCA-T with separate station managers f each, has been announced **THOMAS B. McFADDEN,** NB vice-president and general man ger of the NBC-owned stations New York City. **WILLIAM DAVIDSON** has been named manage WRCA-TV. New manag of WRCA is **ARTHUR HAMILTO**



TV Today ph

BUT HE WAS THERE. "I never thought I'd be in front of television men inspirin them to sell motion pictures," William C. Gehring, 20th-Fox vice-president, to the National Telefilm Associates staff, meeting in New York the other day. Th specific reason for Mr. Gehring's new activity: leasing by his company to NT of 52 feature pictures. With the film company executive are Ely A. Landau, NT president; Harold Goldman, sales vice-president, and Oliver Unger, executi vice-president.

Passing in Review

DREARY WORLD, INDEED, this would be if real-life ever began to proximate life as it is lived in the majority of half-hour television film nedies, an eventuality which may very well come about if the power the picture tubes is any where near as impressive as the decimal nted audience figures would indicate. This was the thought that sed through one viewer's head Tuesday evening as Danny Thomas BC-TV) was subjected to some strictly make-believe attitudes on the t of his archly-directed screen children; as Red Skelton (CBS-TV) ame the love object of two female beasts in the course of an extenu- d skit about an office picnic, and as Beulah (WABD) resorted to an borate deception to make her boy friend Bill jealous enough to declare love. No one of these shows was actually bad or offensive. It's just t taken in succession they showed just how far from everyday life nedy writers have wandered in search of material. This sort of comedy sn't have its roots in human behavior—rather in the behavior of nans *only* as portrayed in other TV shows.

ctually much more of this world which we all know and live in was tained in Camera Three's (CBS-TV, Sunday, June 10) wise, slightly teric but informative essay on nonsense. The concluding excerpts from nes Thurber were even more than that. They were very funny. Far rt of sublime, however, were two dramas-with-music in the week. x Liebman's "Holiday," (NBC-TV, Saturday, June 9) making free with ann Strauss themes and not free enough with Elmer Rice's play, e Grand Tour," was not a happy occasion. Alcoa's "The Magic Horn" BC-TV, Sunday, June 10) was grim fantasy livened by some spritely abandoned Dixieland played by experts. The week's dramas-without- sic were a good deal better. The Armstrong Circle Theatre (NBC-TV, sday) presented another moving "actual" by Phil Reisman, Jr., featur- an exceptional performance by Maureen Stapleton. CBS-TV's Look and Live (Sunday, June 10) gave a striking, effective production to story of a broken marriage, written by Joanna Churgin.

he best of the week's special events was the smooth coverage given NBC-TV to the 15th annual Palm Beach Golf Tournament at New helle (Sunday, June 10). Lindsey Nelson, Claude Harmon and John r did the reporting. Elsewhere and in greater detail:

AFT THEATRE: "Boy in A age," NBC-TV, 1 Hour, Wednes- ay, June 13, 1956. Live from ew York. For Kraft Foods.

Working the recently well-mined of juvenile delinquency, play- ght Paul Monash brought up last week's Kraft presentation ript that was a model of good vision writing. "Boy in a e," dealing with the rehabilita- n of a slum boy at one of the ntry's more progressive re- natories (no bars, etc.), was straightforward, honest and sitive treatment of a difficult ject, peopled with flesh and d characters and directed with ne sense of drama by William Graham. James Gregory starred he school director who fights the understanding of the boys, uding Bert Brinkerhoff, Paul ursky and a half dozen others looked as if they'd been ghaied off the city's streets. re wasn't a superfluous line or ure in the entire show.

ADVENTURES OF ROBIN OOD: "The Wager," CBS-TV, Hour, 7:30 P.M., EDT, Monday, ne 11, 1956. Film. For Wildroot.

as last week's check seems to eate, the quality of this series inues on its present level, there is to be no reason why it ldn't carry on through next on, and maybe a couple of more, ell as it has this year. Like best of Walt Disney, this ish-produced Robin Hood has ttractive simplicity in charac- ation and a directness in nar- e that can delight the young fry without insulting their elders. "The Wager" is another amusing day in the life of the rogues of Sherwood Forest, wherein a friendly bet between Robin and Friar Tuck, as to who can collect more money—begging—in the course of 24 hours, leads both Robin and the Friar to their more accustomed pursuit of villainy. Richard Greene is a genial, spirited Robin and Alexander Gauge a highly comic Friar Tuck. Hannah Weinstein is executive producer for Sapphire Films and Official Films is distributor.

STUDIO ONE SUMMER THEATRE: "Flight," CBS-TV, 1 Hour, 10 P.M., EDT, Monday, June 11, 1956. Live from New York. For Westinghouse.

The dual debut of the Studio One Summer Theatre and Camera Three's Robert Herridge as a big-time, evening producer was a very auspicious if not completely successful event. The opening program, John Steinbeck's "Flight," adapted by producer Herridge, was interesting but only occasionally moving, principally because it relied too heavily on third person narration and not enough on the drama of the moment. Good poetic drama, like beauty, comes from within, and a commentary, no matter how fine it might read on the printed page, has a way of turning into molasses when it becomes the spoken word to accompany a picture. Mr. Herridge, however, created a handsome, provocative show which, when it concerned itself with actual events—and not with the greater meaning of it all—was an unusually effective picture of a boy's approach to manhood. Gerald Sarracini was fine in the central role, receiving excellent support from Vivian Nathan, Miriam Colon, Jose Perez, and especially from Mario Alcalde, who made the murder scene the high point of the show. After that, "Flight" was downhill all through act three. Francis Moriarty directed and John Butler choreographed a lovely fiesta interlude.

CAESAR'S HOUR, NBC-TV, 1 Hour, 8 P.M., EDT, Monday, June 11, 1956. Live, from New York. For various sponsors.

Approaching the end of another season, and the end of his very happy professional association with Nanette Fabray, Sid Caesar last Monday night turned in another of his usual large packages of entertainment, running the gamut from satire and parody to plain, old-fashioned production number opulence. Defying Palace tradition, Mr. Caesar's best moments often come early in the show, as was the case with last week's simple and very funny Commuters sketch, a nicely timed dramatization of the trials of living with a husband who has absolutely nothing to say to his wife when he gets home from the office. The film parody, "Kill Me Kindly," was not nearly as funny as it might have been had it stuck a little closer to the object being parodied and further away from standard gags. Mr. Caesar is obviously one of television's most intelligent comedians. His only fault, if he has one worth mentioning, is that his routines run too long for their own lightweight purpose. Sandra Deel and the Ted Cappy dancers provided the pleasant focal point during those moments when the stars were catching their breaths. Shellric, of course, is producer.

SPOTLIGHT

(*Continued*)

areas nationally. The sale, be it known, marks the first time a national spot program deal has been set in TV in which prime time slots were cleared prior to the package being offered for sale to leading advertisers. The Wesson purchase is the first national Vitapix contract since the Roach-Vitapix corporate alliance was announced four months ago.

AAP Sales Meeting

▶ A busy man was Bob Rich, Associated Artists Productions' general sales manager, last week. It was the gentleman's duty to preside over the AAP's national sales meeting at the Hotel Biltmore. On the agenda for a sharp look by the folks attending was the overall sales plan for AAP's library of Warner Bros. produced features and cartoons which will be available for telecasting in July. The library involves some 754 features arranged in 13 groups. Since the Warner Bros. features were first offered by AAP over a month ago, sales have been completed in markets across the country. These include a number of deals for all 13 groups.

Fox Renews Contract

▶ It's another renewal of 20th Century-Fox's contract with WRCA-TV, the time involved being another 52 weeks. This is the word from Jay Heitin, sales manager of the station. The contract, which took effect June 1, provides for a series of station breaks and shared identifications. 20th-Fox will continue its policy of advertising its Broadway openings and runs and the neighborhood engagements of its latest attractions. Slated for special promotion is a score of new film releases including "The King and I."

$3,000,000 Week

▶ NBC-TV reports that almost $3,000,000 in new business was recorded during one week alone for the network's Home, Today and Tonight programs. The big week ended June 6 when 327 participations in the three programs had been sold, with 147 announcements being ordered on Today, 56 on Home and 124 on Tonight.

Ambitious Program

▶ This is a big month over at "Warner Bros. Presents" where, under the personal supervision of Jack L. Warner, the boys geared for a start on telefilm production for next season's series over the ABC-TV network. Some properties acquired: "The Untamed Breed," "Hell Waits at Dodge," and "The Zinnia Kid's Shotgun Roundup." According to William T. Orr, executive producer, two new writers, Lee Loeb and Frederick Brady, have jumped on the team, bringing the total to six writers currently working on six stories.

You Are Really There

▶ Eschewing its usual format, CBS-TV's You Are There will be making a notable departure in its July 1 show when it presents a special report on the embattled island of Cyprus, called aptly "Cyprus Today." There'll be no actors. All of it will be real. A special camera crew currently is abroad gathering the material under the direction of Howard K. Smith, chief European correspondent for CBS News.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.



THE DOUBLE-HORROR SHOCK SHOW...

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WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

(59)

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JAMES R VELDE, GENERAL SALES MGR- UNITED ARTISTS CORP

729 7 AVE NYK-

DEAR JIM, YOU KNOW HOW SOFT BUSINESS HAS BEEN IN THE NORTHWEST RECENTLY BUT THE COMBINATION OF BLACK SLEEP AND CREEPING UNKNOWN GAVE THE PARAMOUNT THE BIGGEST OPENING SINCE LAST SEPTEMBER WHICH IS SAYIN A LOT BECAUSE WE HAVE PLAYED SOME BIG ONES. FURTHERMORE IT HAS DONE SUSTAINING BUSINESS SINCE. IT IS APPARENT THAT THE BLACK SLEEP AND CREEPING UNKNOWN HAS THAT DIFFERENT SOMETHING THE PUBLIC WANTS TODAY. BEST REGARDS-

-M M MESHER GENERAL MANAGER PORTLAND PARAMOUNT

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. NO. 118 NEW YORK, U. S. A., TUESDAY, JUNE 19, 1956 TEN CENTS

Crucial

Tax Campaign Now in High as Time Shortens

Aim for Action Before July 31 Adjournment

With time becoming an increasingly important factor in the Council of Motion Picture Organizations' campaign for Federal admission tax relief, Robert W. Coyne, Compo special counsel, will return to Washington from New York today to correlate stepped-up exhibitor efforts to put the theatres' case before members of the House Ways and Means committee.

The House group is scheduled to meet late this week or sometime next in what may be the decisive session insofar as the theatres' chances of getting further tax relief during the current session of Congress is con-

(*Continued on page* 4)

Chesnes Technical Head of Chromatic

Chromatic Television Laboratories, Inc., has named Albert A. Chesnes to the post of technical director, it was announced by Robert Dressler, vice-president.

Chromatic is a research and development organization whose main commercial interest is the development of the Chromatron or "Lawrence tube," a single-gun color television picture tube and its associated receiver circuitry. In his new capacity,

(*Continued on page* 4)

CBS Stations Defend Web

From THE DAILY Bureau

WASHINGTON, June 18.—Spokesmen for tv stations affiliated with the Columbia Broadcasting System today defended the current relations between networks and affiliates and urged Congress to take no action upsetting the present set-up.

Typical of seven station spokesmen who testified before the Senate Com-

(*Continued on page* 4)

O. Film Transit Suit Decision by Aug. 1

Special to THE DAILY

PORTSMOUTH, O., June 18.—Decision in the long-pending suit by several Southern Ohio exhibitors for treble damages against the Huntington-Cincinnati Trucking Co. for alleged excessive rates is expected by Aug. 1, following hearing of the case before Judge Lowell Thompson of Portsmouth Municipal Court. The judge instructed attorneys to file final briefs by July 1.

At the hearing, Judge Thompson selected as a sample case the suit of the Ohio Theatre, New Boston. Witnesses were James Malavazos, manager of the Ohio; William V. Blake, transportation expert, and Lewis Merrill, representing the defendant. The latter insisted that a "change of show" means each double feature showing rather than the change of bill, as contended by the plaintiffs

(*Continued on page* 6)

Skouras Leaves for Europe, South Africa

Spyros P. Skouras, president of 20th Century-Fox, left New York late yesterday for a lengthy trip to Europe and Africa. He will meet in England with general counsel Otto Koegel.

Skouras' first stop is London, where he will be for a short time. He is slated to proceed to South Africa to look into the company's newly-acquired properties there. The duration of the trip is said to be from "three to five weeks," with no definite itinerary.

Fox Schedules 11 for Summer Production

From THE DAILY Bureau

HOLLYWOOD, June 18.—Twentieth Century-Fox will have 11 pictures in production within the next eight weeks, it was announced by Buddy Adler, executive producer.

Adler said that the company currently has three films in production, three will start in July and five more by August 15.

UA's 'Trapeze' Ads Resumed in 'Times'

Favorable trade comment was evoked by United Artists' "Trapeze" advertisement which dominated the first page of Sunday's N. Y. "Times" motion picture section. The advertisement reproduced the "Trapeze" rave review by Arthur Knight of "The Saturday Review."

U. A. originally planned to discontinue advertising in the "Times" after its motion picture editor, Bosley Crowther, followed up his strongly unfavorable review of the picture with a Sunday essay based on some observations on the picture by the "Times" Hollywood correspondent, Thomas Pryor. Most industryites felt that U. A.'s switch would prove more effective for "Trapeze" than the original plan to withhold advertising would have. They pointed out that the average reader who might be influenced by Crowther would be equal-

(*Continued on page* 4)

More 'Protection' from U.S. Competition Is Advocated for Italian Film Industry

Special to THE DAILY

ROME, June 18.—"Effective protection against overwhelming American film competition" by adoption of the French quota system and other regulatory measures is urged on the Italian government by Angelo Bizzoli, producer of "Don Camillo" pictures here, in an article appearing on the editorial page of the weekly "Oggi," out today.

The article assumes special significance because the publication's editorial page usually is reserved for articles of political leaders, principally those of the present Minister of Finance Giulio Andreotti, sponsor of the first protective law involving films in 1949. "Oggi" is owned by Rizzoli, one of Italy's wealthiest men who, in addition to large publishing interests and his production activities is the owner of the Dear Co., which distributes United Artists and Walt Disney pictures here.

Rizzoli's views can influence the forthcoming Senate debate on the new Italian film law and could help popularize stricter protection measures for the home industry. His article also asked for a ban against reissues of foreign films; heavier import fees or higher dubbing fees.

'Marco Polo' First

DeLaurentiis Talking Series In Cinerama

Pictures Also Would Be Made in Standard Prints

Negotiations currently are under way between Dino DeLaurentiis and Cinerama Productions, Inc., whereby the Italian producer would make a number of feature length pictures "with story lines" at his Rome studios during the next few years in the Cinerama process and in standard versions, possibly in CinemaScope, it was learned here yesterday.

It was stated that the first picture to be made under such a co-production agreement would be a remake of "The Adventures of Marco Polo," with Ernest Hemingway writing the screenplay.

DeLaurentiis and Cinerama Pro-

(*Continued on page* 6)

Meet on Control of Films on UK Video

From THE DAILY Bureau

LONDON, June 18. — The joint committee of the Four Trade Associations will meet on June 25 to finalise new arrangements with the BBC in regard to the controlled release of feature films to television.

As previously reported, the industry proposed that up to 12 films annually should be permitted to be televised out of an agreed pool of 20.

John Davis, as president of the

(*Continued on page* 4)

USIA to Step UpProduction

From THE DAILY Bureau

WASHINGTON, June 18. — The number of films produced by the motion picture division of the U. S. Information Agency will be sharply stepped up during the coming year, according to film chief Turner Shelton.

The division expects to operate

(*Continued on page* 4)

PERSONAL MENTION

FRED E. HUTCHINSON, managing director for Paramount International in the British Isles, will arrive here today from London on the "Queen Mary."

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, with BERNARD LEVY and AL SICIGNANO, is making a tour of upstate New York theatres.

•

H. M. BESSEY, executive vice-president of Altec Service Corp., and MARTY WOLF, sales manager, will leave here later this week for upstate New York and Pennsylvania.

•

AL SCHUMAN, formerly manager of the Hartford Theatres circuit, and now a resident of Florida, has returned with MRS. SCHUMAN from Europe to their Daytona Beach home.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, will leave here on Thursday for Albany, Boston and Buffalo.

•

LOUIS ROUSSI, of the 20th Century-Fox production department, left here on Monday via B.O.A.C. for the Barbados.

•

SANFORD W. WEINER, general sales manager of Continental Distributing, Inc., will leave New York by plane today for Cleveland.

•

JAMES B. FAICHNEY, associate producer of the "Air Power" series on CBS-TV, has left New York for Europe.

•

MIKLOS ROSZA, musical conductor for M-G-M, will arrive in New York today from the Coast en route to Europe.

•

HILARY WATSON, London theatrical sales representative for B.O.A.C., will return to England tomorrow from New York.

•

ROBERT LANTZ, vice-president of Figaro, Inc., will leave here by plane today for Chicago.

•

MAURICE and FRANK KING will arrive in New York today from Hollywood.

•

JESSE CHINICH, Buena Vista Western division manager, has returned to New York from Atlanta.

•

MAURICE SILVERSTEIN, M-G-M home office executive, is in Hollywood from New York.

These Kids Offered 14 Matinees at $1.50

Special to THE DAILY

HARTFORD, June 18.—Murray Lipson has announced reduced children's admission scale for the summer months at the subsequent-run Majestic Theatre, West Springfield, Mass.

Lipson is selling season's tickets for $1.50. The ticket admits bearer to every Saturday matinee — 14 in all — during the summer months.

Navy and U-I Hosts Today for 'Boats'

Launching of the U. S. Navy's full-scale advance promotional campaign in this area on "Away All Boats," Universal-International's VistaVision and Technicolor film production, will take place today when the Third Naval District which has its headquarters at Brooklyn Navy Yard, will help U-I play host to press, syndicate, magazine, television and radio representatives.

The day at the Brooklyn Navy Yard will be climaxed by a special screening of "Away All Boats" aboard the "U.S.S. Lake Champlain" for 1,000 members of the crew and invited guests, similar to the day at Governor's Island which was hosted last year by the U. S. Army's First Army Headquarters for "To Hell and Back."

Report 'Proud' Takes Strong in N.Y., L.A.

In its first five days at the Astor Theatre here, Paramount's "The Proud and Profane" grossed $32,000, according to figures released yesterday by the distributor.

In Los Angeles, too, the company said, the picture is doing SRO business at the Four Star Theatre, where in its first four days it racked up a gross of $15,000.

Establish Editing Award

HOLLYWOOD, June 18. — The board of directors of the American Cinema Editors has established an "American Cinema Editors Award of Merit" as a special distinction to be given "when warranted rather than as a regular annual event" for "unusual achievement in film editing and for outstanding contribution to the motion picture industry," president Warren Low announced.

Squire's Holdings Listed

WASHINGTON, June 18.—Fred E. Squire, treasurer of List Industries Corp., according to an original report filed with the Securities & Exchange Commission, has direct ownership of 3,300 shares of common stock in the List Industries Corp.

Goldwyns Leaving For European Trip

HOLLYWOOD, June 18. — Samuel Goldwyn, accompanied by Mrs. Goldwyn, will leave for New York on Wednesday on the first leg of their three-month trip to Europe for the European openings of the Goldwyn production, "Guys and Dolls," released through MGM.

The picture will have dual European premieres in Brussels and Antwerp, Belgium, July 20. The Goldwyns will be in Belgium in advance of and during the premieres and then will visit European cities for the general openings over a three-month period.

Before sailing on the Queen Mary July 5, Goldwyn will consult in New York with executives of Loew's, Inc., regarding future distribution plans for the picture.

'King and I' Booked In All Key Centers

In a distribution program designed to gain maximum playdate support from a national promotional campaign now in high gear, Rodgers & Hammerstein's "The King and I"—the second CinemaScope 55 attraction—will open in every key center in the United States and Canada by the end of July, it was disclosed yesterday.

The 20th Century-Fox musical will be jointly world premiered on June 28 at the Roxy Theatre, New York, and Grauman's Chinese Theatre, Los Angeles. The Gotham program will aid the Police Athletic League, while the Hollywood opening has been made a benefit for the UCLA Medical Center.

Key center launching of the Darryl F. Zanuck presentation will set a pattern for subsequent playdates of the production in the company's Atlantic, Northeast, Central, Midwest, Canadian, Southeast, Southwest and Far West districts with each engagement scheduled for special promotional attention.

Ed Sullivan to Salute 'King and I' Sunday

Twelve top Hollywood stars, including Gregory Peck, Susan Hayward, Richard Widmark and Rhonda Fleming, will appear in a salute to Rodgers & Hammerstein's "The King and I," in CinemaScope 55, on the Ed Sullivan Show, next Sunday.

Westergren Appointed

BUFFALO, June 18.—Gerald M. Westergren has been named general manager of Basil Enterprises, Inc., owners and operators of 10 theatres and real estate in Buffalo and Niagara Falls, it was announced by Constantine J. Basil, president.

. . . NEWS ROUNDUP

Houston Drive-In Enlarged

Post Oak Drive-In Theatre, Hou ton, is being remodeled. Upon co pletion, its concession stand will five times its former size; there w be a four-lane entrance, 1,150-c ramps, instead of the present 750, enlarged screen and an addition 700-car reserve on land owned by t theatre.

■

Chicago Tops R.C. Goal

A final report shows that t amusement group in Chicago ca in with a total subscription of $1 225 for the 1956 American Red Cr Drive. The quota requested w $10,500. Arthur Schoenstadt, he of the Schoenstadt Theatre circui was this year's chairman directi the amusements and recreation grou

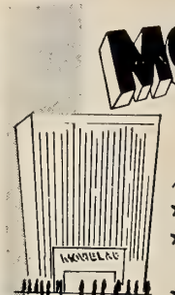
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New Filmack Brochure Out

Filmack Trailer Co. has issued new brochure of novelty trailers f drive-in theatres, featuring holid promotional films and institution trailers. The booklet has suggestio for bringing in extra summer bus ness, with the emphasis on the Four of July and Friday, the 13th. Al featured are other promotions, su as owl shows, midnite bonus pr grams and plans for free admissi to shut-ins.

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PEOPLE

Gene Autry and **Robert O. Reynolds,** former Stanford University All-American player, have entered into an agreement to purchase from **Wesley I. Dunn,** radio station KSFO in San Francisco.

¤

Jeanette Hudek has switched from assistant manager at the Village Theatre to the same position at the River Oaks, Houston, replacing **Laura Knopp,** who has resigned to work for the Texas Co. **Neil Thurston** has been promoted to assistant at the Village. **Earle Morrow** has replaced **Roger Barbeau** as assistant manager of the Alabama. All are Interstate Theatres.

¤

Bill Biggio, owner of the Virginia Theatre in Carrollton, O., is going into the automobile business. He has bought the Ford agency in Steubenville.

¤

Earl W. Philpot has purchased the Strand Theatre in West Blocton, Ala., from the Neely Theatre Circuit. He will operate the house himself.

¤

Felton Jarvis, son of **John Jarvis,** UFE Releasing Corp., branch manager in Atlanta, has been discharged from the U. S. Marines and has joined the staff of the Dixie Litho Co., in Atlanta.

¤

Eunice Nanberg, for the past five years secretary of Allied Theatres of Michigan, has resigned her position. She will be succeeded by **Jean Cupples,** formerly secretary to the Detroit Convention Bureau and Hotel Ass'n.

¤

Robert Drucker, associate producer at Transfilm here has been appointed head of the firm's Los Angeles branch.

Extend Anglo-Italian Film Agreement

LONDON, June 18.—Pending a decision by the Italian Parliament in regard to the conditions under which films may be exhibited in Italy in a dubbed version, the existing Anglo-Italian Film Agreement will continue in force until either the date on which the new Italian Law becomes operative, or the 18th September, whichever of these two dates is the earlier.

This was announced following meetings in Rome between representatives of Associazione Nationale Industrie Cinematografiche ed Affine and the British Film Producers' Association.

Will Talk With U.K. Industry Leaders

Johnston Faces Busy Schedule in London for Remainder of Week

By PETER BURNUP

LONDON, June 18.—A tight schedule awaits Eric Johnston, president of the Motion Picture Association of America, on his arrival here tomorrow.

Wednesday he meets the London managing directors of the American companies. In the course of the week he is expected to address two luncheon meetings: one, at which he will meet the editors of national newspapers, and the other, organised by the Four, Trade Associations, attended by all the leaders of the British film and theatre industry.

Johnston, himself, will doubtless look upon the Wednesday talks with Sir Frank Lee, permanent secretary of the Board of Trade, as his most important engagement of the week. Both he and Sir Frank will be anxious to discuss a number of vexed questions, including that relating to the degree of participation in Quota and Eady benefits of American "runaway" pictures. Although no definite date has been arranged, the Four Trade Associations plans to have a show-down discussion with the MPA president on recent sales of backlog libraries of films to tv interests.

That evening Johnston will give a reception for more than 200 figures prominent in Government and industry.

MPA's London office has arranged a big Claridge's Hotel reception for Johnston at the end of the week. Also, he may hold a press conference before he leaves for Berlin at the end of the week to represent the American industry at the International Film Festival there.

Issues Statement to Press

In a press statement today, Johnston said:

"Today the film industries of Britain, America and all other countries face serious problems. These problems are universal in scope. The solutions likewise are universal. None of us can find them alone. We must seek them together.

"In such times there are always a few in every land who proclaim the way to salvation is to declare a war of restriction and discrimination against the other fellow, whether at home or abroad. To American advocates of this course I have said such a policy is economic madness.

"The supreme need of all industries today is to strengthen the spirit and to practice cooperation and partnership on fair, reasonable and mutually advantageous terms. This is the thought we want to bring to our British friends from their film colleagues in the United States."

Morris Lefko Honored

CLEVELAND, June 18.—More than 125 industry representatives attended a testimonial dinner given tonight for Morris Lefko, RKO Pictures district manager here, at the Cleveland Hotel. Lefko is leaving Cleveland to join Paramount in New York.

Eastman Employes To Get 5% Pay Hike

ROCHESTER, N. Y., June 18.—Eastman Kodak Co. has announced a general wage increase of approximately five per cent. The pay raise, totalling about $12,000,000 a year, will be effective July 9. It will go to about 34,500 Kodak people on hourly and salary payrolls in the company's Rochester plants and offices.

Para. Moves in O.C.

Removal of the Paramount branch in Oklahoma City from its present location to new quarters in the Commerce Exchange Building was announced yesterday. The effective date is July 7.

All backroom shipping and inspection of Paramount Films now is handled in the Oklahoma territory by Oklahoma City Shipping and Inspection Bureau, under the management of Earl E. Jamieson.

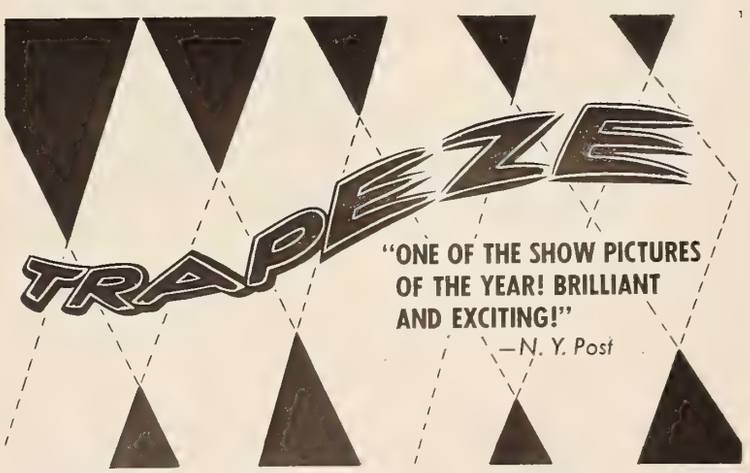
Price Increase, Too

Propose Tariff In Mexico on Foreign Films

Special to THE DAILY

MEXICO CITY, June 18.—Tariff protection and the permitting of exhibitors to charge more for foreign pictures as a means of increasing the box office for Mexican films in Mexico are being considered by Antonio Carrillo Flores, Finance Minister. These boons were requested by the Producers' Association, headed by its president, Mario Zacarias. The producers have been arguing that increasing import duties on foreign pictures would prevent considerable money leaving Mexico, as the higher duties would bar some alien product.

The producers told the minister that every foreign film company operating in this country makes $8,000 weekly from theatres playing its pictures, and speculated that this situation totaled up to $200,000 leaving Mexico every month. They predicted that tariff protection on pictures would yield the national treasury some $960,000 monthly. The association suggested to Minister Flores that with that much more money, the government would be in a position to subsidize the Mexican film trade.



Hecht and Lancaster present "TRAPEZE" starring BURT LANCASTER, TONY CURTIS, GINA LOLLOBRIGIDA, directed by Carol Reed • In CinemaScope • Color by DeLuxe • Released through United Artists.

SMASH SHOWINGS IN...

NEW YORK—Capitol; LOS ANGELES—Fox Wilshire; CHICAGO—United Artists

SATURATION BOOKINGS SET FOR JUNE 28

CBS Stations

(*Continued from page* 1)

merce Committee, John S. Hayes, president of WTOP-TV in Washington and WMBR-TV in Jacksonville, said, "Television networking and affiliate-network relationships are operating to the advantage of the public. We do not believe our critics have proven otherwise."

Tv practices under attack by some witnesses before the committee are "sound, proper and necessary for effective nationwide tv service," Hayes asserted. Tv problems of particular communities, Hayes said, "are largely technological . . . wholly distinct from the question of networking and the affiliate-network relationship. We must respectfully submit that to tamper with this relationship would be most dangerous."

Essential, Says Small Station Owner

Rex Howell, president of KREX-TV in Grand Junction, Colo., said that his small station might not be in business today were it not for "the existence of networks operating in the present pattern."

The witnesses all asserted their relative freedom of action in programming, and denied any network "dictatorship" over their operating policies.

Senator Pastore (D., R. I.) indicated rather clearly during today's hearings that he sympathizes with the networks' case. He repeatedly made statements defending option time and other network practices.

"If there is any broadcasting station in the U. S. that is dissatisfied with the way it is being treated by CBS, NBC or ABC," he declared at one point, "then let him come forward. I don't think we should be here telling people they should be unhappy when actually they are happy."

Chesnes Named

(*Continued from page* 1)

Chesnes will be responsible for the over-all supervision of Chromatic's color development program and for its military electronics activities.

Chromatic Television Laboratories was organized in February, 1950, as an affiliate of Paramount Pictures, which owns 50 per cent of the capital stock and has largely financed Chromatic's development of color television inventions.

It also was announced that Sy Krinsky had joined Chromatic as chief engineer; Paul Neuwirth as department chief, color television development, and Albert Jacobs as department chief, government research and development.

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ALLIED ARTISTS' FIRST . . . Russell V. Downing (left), president of Radio City Music Hall, joins with Morey Goldstein (center), vice-president and general sales manager of Allied Artists, and William F. Rodgers, sales consultant to the company, in signing for "Friendly Persuasion," booked for early fall engagement at the Music Hall, the first AA feature scheduled for the Rockefeller Center showcase.

Films on UK Video

(*Continued from page* 1)

Producers' Association, has had a series of talks on the matter with BBC officials and he, with the presidents of the other three associations, will meet the officials Wednesday. Davis says that he is confident a draft agreement will then be arranged.

At the June 25 meeting, however, the joint committee will also review the whole tv film set-up. The industry adopted a self-imposed ordinance earlier under which producers and distributors agreed not to allow an excerpt longer than five minutes to be televised from a film on current release. Notoriously, certain distributors have been jumping the gun by organizing half-hour tv programs which, though conforming to the five-minute arrangement, have been devoted to one film or to its star.

The Four Associations are expected to take firm measures with the offenders.

In any event, the new arrangement with the BBC will, it is hoped, effectively prevent any wholesale use of libraries of backlog films.

Showmanship Drive For Reade's Gage

Managers of Walter Reade Theatres, Inc., will honor their executive vice-president Edwin "Pete" Gage with a seven-week "Summer Showmanship Drive," starting on July 31.

More than $4,000 in cash awards will be distributed during the seven week period, and managers will compete with each other in six categories.

Judges for the drive will be Jack Harris, vice-president in charge of buying and booking; Nicholas Schermerhorn, vice-president in charge of theatre operations; Paul Petersen, assistant general manager; Sheldon Gunsberg, vice-president in charge of advertising and publicity, and Paul Baise, assistant advertising and publicity director.

Tax Campaign

(*Continued from page* 1)

cerned. It now looks as though Congress will adjourn on July 31.

For the time being, the chances of favorable action for the industry effort are regarded as about 50-50. However, every day without action by the House group that brings adjournment nearer lessens the odds on the industry's side.

Favorable action by the House group, which would probably reflect the attitude of leaders of the House, could come in either of two moves—one, a tax cut included in the general excise tax relief bill, or, two, favorable action on the King Bill which would exempt all admissions of $1 or less from the Federal tax.

A pronouncement by President Eisenhower that he definitely is a candidate for reelection still, also is viewed by many industry campaign workers as likely to change the attitude of some key legislators on tax relief action this year, to the benefit of the industry.

However, less hopeful observers feel that even should Congress act favorably for the theatres before adjournment, the President, on the basis of his stated opposition to any tax cuts this year, might feel impelled to use his veto as he did once before.

Nevertheless, Compo's campaign is getting up steam, rather than letting it off, as the decisive hour draws nearer.

Morris Waldman, 69

Morris Waldman, 69, father of Walter Waldman of the United Artists publicity department, died at Montefiore Hospital here over the weekend following a heart attack.

RKO Buys 'Alert'

HOLLYWOOD, June 18.—RKO production head William Dozier has purchased an original screen play, "Far Alert."

'Trapeze'

(*Continued from page* 1)

ly likely to be impressed by the "Sa urday Review's" appraisal.

Many industryites thought th Crowther reached too far to be effe tive in basing his second downbe piece on "Trapeze" on somethi written by his own associate and n identified with any industry sourc That was Pryor's statement that the tre recovery hopes were pinned pictures like "Trapeze." Crowth picked up the statement and said t sordid French import, "Riffifi," whic he admitted wouldn't pass the Pr duction Code and which has bee banned by the National Legion Decency, was the kind of picture th really would rescue the motion pi ture theatre.

A common industry comment w that if the story of "Riffifi" actual occurred some day in New York, t "Times" would consider it unfit print and would relegate it to tw paragraphs on the shipping new page.

USIA to Hypo

(*Continued from page* 1)

during the year starting July 1 on budget of between $6,000,000 an $7,000,000, an increase of more tha $2,000,000 over its current year ap propriation. Shelton said the motio picture division intends to produce 2 documentaries this coming year, mor than twice the number it turned ou this year. The documentaries will b made for the division by U. S. com mercial companies.

Will Continue Topical Films

In addition, the division will con tinue turning out its topical coverag films, with the exact number still un known. Finally, the division will con tinue its policy of production over seas, increasing the number foreign-made films by about 25 pe cent over this year. The number o prints distributed for all films wi also be increased, Shelton reporte

Rowley Names New Int'l VC Officials

DALLAS, June 18.—John Rowley chief barker of International Variet Clubs, has anounced new appoint ments and reappointments for th organization.

Reappointed were Nathan D Golden, international heart chairman Father Sylvester M. McCarthy, inter national chaplain, and Edward Shaf ton and Ezra E. Stern, internationa fixers. Among the new appointment were Don C. Douglas, internationa press guy, and James G. Balmer, in ternational sergeant-at-arms.

Reappointed international repre sentatives were C. A. Dolson, Ralp Pries, Al Grubstick, and J. Rober Hoff, while newly-appointed ones in clude Paul Bruum, R. L. Bostick an Norman B. Mervis. C. J. Latta o London was again named to the pos of international European representa tive.

EVIEWS:

Crashing Las Vegas

Allied Artists

HE Bowery Boys are off and run-ing, early and successful, in quest laughs, in "Crashing Las Vegas." his one is on a par with the preced-ig adventures, and if the theatre is onditioned to this type of earthy umor, there'll be no worry about issatisfied customers.

Glamorous Las Vegas is the main etting, and in an amazingly swift 62 inutes, the boys manage to turn iat gambling capital upside down in frantic effort to find out just what akes it tick. The story and screen-lay are credited to Jack Townley, nd he's done a craftsmanlike job.

Huntz Hall, co-star with Leo Gor-ey, discovers a shock has enabled im to visualize numbers before they ppear. The development takes Hall, orcey and cohorts west to the Ne-ada city in quest of money for Doris emper, landlady at their boarding ouse. Hall's tremendous success at oulette convinces gangsters Don laggerty, Nicky Blair and Mort Mills iat they should latch on to the new-r-arrived gambler. A chance flirta-on by gangster-assigned Mary Castle oesn't work, and so Haggerty, Blair nd Mills frame Hall with a murder up.

Gorcey and aides move in, straight-n out trumped-up matters with the angsters, eventually turning the lat-er over to the local gendarmes. all's much-envied winnings are sud-enly blown out of the window by an ring electric fan.

Ben Schwalb produced, and Jean arbrough directed, both letting their harges ad-lib and mimic their inimi-able brand of comedy all the way own the line.

unning time, 62 minutes. General lassification.

The Wild Dakotas

merican Releasing

HE producer-director team of Sig eufeld and Sam Newfield, known r competent product over the years, responsible for "The Wild Dako-s," which is about par. With Bill illiams, Coleen Gray and Jim Davis principal roles, the film has a easonable amount of action.

Williams, a frontiersman, seeks to revent an Indian War. A friend of ie red men, he accompanies Arapa-oe chiefs to a conference with Davis, n arrogant lawless wagon master. At ie base of the trouble is the Poudre alley, which Davis intends to settle nd the Indians wish to hold. It de-elops that Davis has the Army fol-owing him and wants only to stir up ie Indians so that they will attack nd be massacred. Just to add to omplications, when the conference ails, Davis has Williams lashed to a agon wheel and proceeds to whip m.

Williams escapes with Miss Gray, a mbling girl of the wagon party hom Davis wants. Reaching the In-an encampment, Williams discovers them ready to attack. Miss Gray tells him of Davis' plot and Williams leaves the girl as hostage under an agreement by which the red men will not attack if Williams can deliver Davis to them. Williams prevails on the Army and pioneers to hold their fire. In a fight, he kills Davis and returns with his body to the Indians, preventing the uprising. Thomas W. Blackburn's screenplay tends to limp at times.

Running time, 73 minutes. General classification. For June release.

At Chicago Convention

Electronics Industry Eyes General Economy 'Warily'

From THE DAILY Bureau

CHICAGO, June 18.—Members of the electronics industry eyed the general economy warily during a three-day meeting of Radio-Electronics-Television Manufacturers Association at the Conrad Hilton Hotel here. In Chicago, where perhaps a third of the nation's output centers, they stressed a sharp cleavage in outlook. That part of the industry dealing with the public directly, meaning television, radio and many home appliances, was reported as being on the soft side, waiting for the consumer to regain all the confidence in the future he showed last year.

But that part supplying industry and the military sees nothing to fear just now but the remote chance of a real recession. Industry's growth plans, its drive toward greater mechanization and automation, a fairly stable defense demand, it was stated, give this portion of the electronics industry at this time one of the brightest outlooks in the nation's economic picture.

Receiver Sales Off

Sales of tv sets were reported down from last year and the inventories were said to be fairly heavy. However, some of the tv companies indicated they consider themselves in a better position than the auto industry because they played the production side of the game more cautiously.

Some of the companies here have full lines. They make tv and radio and other products in the "white goods" category. Others specialize in television and radio. In both categories, most supply the consumer, industry and the military, making up in industrial and defense sales.

Motorola reported higher sales but slightly lower earnings in the first quarter of this year. Admiral, with a drop in sales, reported higher first quarter profits.

Various Explanations

Industry spokesmen had a number of explanations for the slump in tv set sales, especially of the larger sets. The consumer may be playing it cautious just now, disturbed by recession talk, or he may already have all the time payments he can handle, it was said. Some in the industry laid blame on "another color scare," like the one late in 1953 that made Christmas sales of black and white sets lag. That expectation of color supplanting black and white failed to stand up, and late in 1954 the customers were buying again. The year 1955 has gone down as a record year. Now there's more talk of color tv finally getting off the ground this fall or next year at the latest.

Portable Sets Gaining

A number in the industry said they were putting their bets on the new portable tv sets to pull the industry back into full focus this fall. Ross D. Siragusa, president of Admiral, said he expected about 1,500,000 of these lightweight sets to be sold by the end of this year. He added he thought the industry would come back strong next year and sell 10,000,000 units in all, including one-half million color sets and 4,500,000 portables.

Dr. W. R. G. Baker, a General Electric Co. vice-president and general manager of its electronics division at Syracuse, N. Y., was elected president of RETMA at the convention. He succeeds H. Leslie Hoffman, president of the Hoffman Electronics Corp. of Los Angeles.

REVIEW:

The Dynamiters

Astor Pictures

THERE's a fair suspense yarn in "The Dynamiters," and Wayne Morris, just about the only marquee name, does a forceful job as the lead.

Brandon Fleming's story and screenplay are faintly reminiscent of suspense melodramas that have gone before. The Geoffrey Goodheart-Brandon Fleming production was directed by Francis Searle and there is a reasonable quota of hair-trigger developments.

Morris, a private investigator, seeks to uncover a gang of safe crackers and killers, although agency chief Patrick Holt isn't particularly enthused over the project. Eric Pohlmann, on the right side of the law for a change, is seen as owner of a restaurant and confidante of underworld goings-on.

Suspicion and cross-suspicion are factors in this struggle for safe-cracking loot. Holt is two-faced, the number one chap behind the safe-breaking. Pohlmann contacts Morris and the police in time to prevent Holt from getting out of the country with the loot and Morris' girl friend and agency secretary, Sandra Dorne.

Running time, 73 minutes. General classification.

WARNER BROS. TRADE SHOWINGS JUNE 27th



STARRING KIERON MOORE • LOIS MAXWELL • DONALD WOLFIT AND BRYAN FORBES • JIMMY HANLEY • THEA GREGORY

PRODUCED BY EDWARD J. & HARRY LEE DANZIGER • PRESENTED BY WARNER BROS.

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Sc. Rm.
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Sc. Rm.
1837 So. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. North • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Universal Screening Room
251 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Neptune Theatre
2:00 P.M.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

NATIONAL Theatre Supply has announced a curved film gate for Simplex projectors which is designed to give the film sufficient rigidity in the aperture to resist the buckling effect of projection light. It is available on new XL mechanisms and for modification of XL heads installed in theatres. The gate was developed by General Precision Laboratory and is manufactured by the International Projector Corporation.

•

A pre-finished hollow-core panel, called "Marlite Korelock" is being used to line the ceilings of many new theatre marquees, according to a report from the manufacturer—Marsh Wall Products, Inc., Dover, Ohio. When the tongue-groove paneling is nailed over open framework, the ceiling is both enclosed and decorated at the same time, it is stated. While "Marlite Korelock" was designed for interior use, it is claimed that its baked plastic surface and its construction make it suitable for this type of exterior application, where exposure to weather is limited.

•

The appointments of C. Arthur Foy, Albert J. Melrose and Ralph H. Sprague to new positions in the Audio Division of the Ampex Corporation, Redwood City, Calif., have been announced by Philip L. Gundy, manager of the division. Foy goes to the Redwood City office, Melrose to the central district office and Sprague to the midwest district office.

•

Pre-mixed ingredients for making fresh pizza at drive-in theatres have been marketed by Tolona Pizza Products, Inc., Chicago. Nick Ponticelli, president, reports the pizza "takes only four minutes to prepare." The product, called "Toloni Pizza," is described as an "original, true-flavor" recipe with ingredients as follows: "original crispy pizza crust"; fresh mozzarella cheese; oregano; and premixed ingredients supplied by Tolona. The pizza has already been introduced by several drive-ins in Illinois, Indiana and Wisconsin, it is stated, with "excellent results."

•

A new seasoning designed for use with popcorn and described as having a "butter-like" flavor has been announced by the Dell Food Specialties Company, Beloit, Wisc. It is called "Richbo." The manufacturer states that the product, in addition to "giving a 'butter' flavor, colors product such as popcorn with a rich golden yellow."

Search for New Faces

Universal Stepping Up Its Talent-Building Program

By JACK EDEN

As part of the industry's over-all program to develop new personalities, Universal-International is stepping up its enlistment of foreign stars and currently taking stock of its eight-year-old talent school program that hopefully will eventually produce more headliners.

The over-all U-I setup is slated to capitalize on the growing popularity of foreign stars while, at the same time, take advantage of the opportunity to introduce new faces. This combination is planned for forthcoming U-I releases that will see the debuts of talent school graduates as well as film stars from Germany, Italy and other European countries, according to U-I spokesmen here.

Insofar as the talent school is concerned, the $1,000,000 annual operation over the past eight years has proved to be fruitful with the introduction and subsequent success of graduates who include Rock Hudson, Tony Curtis, Jeff Chandler, Rory Calhoun and others. The U-I theory that, should there be a shortage of film stars, a determined and long-range program might produce the marquee headliners to restore the box office popularity, has met with considerable success, it was said.

More to Be Signed

The subsidiary program of contracting for foreign personalities has been accented heavily over the past year and plans call for the signing of more names. The promotion program for foreign stars, begun early last year, is built around Cornell Borchers, George Bentley, Rossano Brazzi, O. W. Fischer, Curt Jurgens, Marianne Cook and Gia Scala.

Hoping to capitalize on the growing popularity of foreign stars, the studio plans to combine the foreign players with top Hollywood personalities in future productions. Miss Cook, Elsa Martinelli, Miss Scala share honors with George Nader and Julie Adams, also a product of the talent school, in "Four Bright Girls" which currently is in the cutting stage. George Bentley is featured with Miss Borchers and Errol Flynn in "Instanbul" which will be released later this year. German actor O. W. Fischer, who is under U-I contract for more than one film, will be featured in the remake of "My Man Godfrey."

Confident of Its Value

The practicality of the talent school, even in view of the annual $1,000,000 expenditure, has not been doubted by the studio which maintains that the development of one new performer more than compensates for the time and effort spent in the venture, it was said. While no graduate in the past year has attained stardom comparable to Curtis, Chandler and Hudson, spokesmen disclosed there is every reason to believe that a new "sensation" will emerge later this year or possibly in 1957.

The studio still has 22 personalities enrolled in its talent workshop, most of whom have had considerable experience before the cameras. Under the new phase of operation of the Workshop these players will be given specialized and advanced training designed to hasten their development into top ranking stars.

Same Instruction to All

The same type of advance instruction will be given to future players who are signed. Under the studio's new plan players who are given term contracts in the future, while they may be virtual unknowns to the public, will be actors and actresses with a reasonable amount of experience either on the Broadway stage, little theatres, foreign pictures or TV. These are the fields the studio expects to comb most thoroughly for new faces in the future.

Amateur Nite Series For Kansas Drive-in

KANSAS CITY, June 18.—Representing a departure in amusement enterprise, the new 50 Drive-In Theatre here, will, in conjunction with Ted Mack, sponsor a Kansas City amateur hour, starting Saturday, June 30, and continuing for the following 10 weeks.

Under the plan, 15 acts will be presented at the theatre each Saturday night for nine weeks, with a winning performer or performers to be selected by ballots marked by patrons.

On the 10th Saturday night, the nine acts chosen in the previous contests will vie for the grand prize, which will be a trip to New York City with all expenses paid. An appearance also will be made on the Ted Mack program.

Four Start, 3 Finish; 34 in Production

HOLLYWOOD, June 18.—Four new pictures were started and three others were completed last week, for a total of 34 pictures now in production.

Started were: "The Flesh and the Spur," Hy Prods., Color (American-International); "The Rainmaker" (Paramount); "Bundle of Joy," Eastman Color (RKO Radio); "Interlude," CinemaScope, Technicolor (Universal-International).

Completed were: "The Oklahoman," CinemaScope, Color, and "The Cruel Tower" (Allied Artists); "The Power and the Prize," CinemaScope (Metro-Goldwyn-Mayer).

Jobless, Wins Sweeps; Gives $10,000 to V.C.

Special to THE DAILY

BOSTON, June 18.—The Jimmy Fund of the Variety Club of New England is richer today by $10,000 donated to it by Dion Frost, an unemployed iceman who won $140,000 in the Irish Sweepstakes ($37,000 after state and federal taxes). The check was presented to William Koster, of the Children's Cancer Research Foundation and Ted Williams.

DeLaurentiis

(*Continued from page* 1)

ductions, Inc., would be equal partners in the pictures produced under their multiple film agreement, it was pointed out. The deal would also provide for each picture to be shown on a "roadshow" basis in 40 theatres throughout the world equipped to show Cinerama wide-screen product. Also, a minimum profit for each film would be assured to the Italian producer, it was revealed.

An official of Stanley Warner Corp., which has the exclusive global exhibition rights to all Cinerama product, said that negotiations are always being conducted for more product. He said that he didn't know if a deal was in work with DeLaurentiis, pointing out that Nat Lapkin, vice-president of S-W and Cinerama Productions, handles all production talks for the company.

Three Films Thus Far

Thus far, three films have been exhibited in the Cinerama process. They are "This Is Cinerama," "Cinerama Holiday" and "Seven Wonders of the World." Currently in production, it was learned, are two features, one dealing with the Atomic Age, which is said to be semi-documentary, and the other another Lowell Thomas travelog.

"The Adventures of Marco Polo" initially was produced by Samuel Goldwyn and released in 1938 by United Artists, with Gary Cooper in the lead role. The remake of this film by DeLaurentiis has been planned by the Italian producer for some time, it was said, and tentatively budgeted at "close to three million dollars." "If it would be redone in Hollywood, in the processes considered, the financial investment would be much more. By remaking the film in Rome, costs could be kept at a minimum," it was stated.

Ohio Transit Suit

(*Continued from page* 1)

and Judge Thompson is expected to rule on the definition of "change of show." The judge also will decide whether his court has jurisdiction.

Plaintiffs are the Atomic and Waverly Drive-ins, Waverly; Lyric and LaRoy, Portsmouth; Markay, Jackson; State, Wellston; State, Jackson; Ohio, New Boston; Ro-Na, Ironton and Fayette, Washington Court House.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 119 NEW YORK, U. S. A., WEDNESDAY, JUNE 20, 1956 TEN CENTS

ails

pain Refuses o Relinquish act Demands

hnston Leaves Sans eal; Embargo Stays

Special to THE DAILY

MADRID, June 19.—Efforts of c Johnston, president of Motion ture Export Ass'n, to effect an eement which would re-open the nish market to American films, ve been unsuccessful, he admitted lay as, his mission unfulfilled, he t for London.

Spanish government officials per- ed in their stand that American npanies must agree to distribute Spanish film in the U. S. for ry four Hollywood films admitted o Spain. The demand and its usal caused a stoppage of the flow American films into Spain last Au- it, which Johnston, with his aides,

(*Continued on page* 5)

CC Is Blamed or Monopoly

From THE DAILY Bureau

WASHINGTON, June 19. — The ubles in the television industry to- have been brought about by a onopoly by default, a monopoly d, fostered and perpetuated by the leral Communications Commission, only agency authorized by law to tify the situation of its own crea- ," Ely A. Landau, president of

(*Continued on page* 4)

umphrey Firmly gainst Tax Cuts

From THE DAILY Bureau

VASHINGTON, June 19.—Secre- of the Treasury Humphrey told House Ways and Means Committoday that it is his "firm convic- " still that there should be no reductions this year. His testiny was given during a hearing on sting the Federal debt ceiling.

Humphrey said that "Not only is

(*Continued on page* 5)

Rochester to Salute Its 1st Film Theatre

Special to THE DAILY

ROCHESTER, N. Y., June 19.—The 50th anniversary of the opening of the old Bijou Dream Theatre, the first motion picture house in Rochester, will be celebrated by the RKO Palace here on July 18. Jay Golden, district manager of RKO Theatres, is spearheading the event.

Bigger Business for RKO Abroad Seen By Walter Branson

RKO business abroad will show "a substantial increase over last year," it was predicted yesterday by Walter Branson, vice-president in charge of world-wide distribution, who returned from a month's trip visiting RKO offices in Great Britain and on the Continent.



Walter Branson

"There has always been enthusiasm among for-

(*Continued on page* 5)

Will Rogers Hospital Directors, Guests Off Tomorrow for Meet

The annual board of directors meeting and inspection tour of Will Rogers Memorial Hospital and Research Laboratories will be held this coming weekend. About 55 leaders of the motion picture industry, including members of the recently organized Junior Executive Committee, and of allied industries, are scheduled to leave Grand Central tomorrow night, aboard the "Will Rogers Special" for Saranac Lake.

Arriving Friday morning the group will have breakfast at the hospital, and then tour the building and grounds under the guidance of the hospital's medical staff. After the inspection there will be an informal

(*Continued on page* 4)

TOA Furthers 1956 Convention Plans

Theatre Owners of America officials met with representatives of Theatre Equipment and Supply Manufacturers Association and Concession and Popcorn Association this week to further their plans for their joint 1956 conventions and trade show, which will be held at the New York City Coliseum here Sept. 19-25.

According to the latest statistics,

(*Continued on page* 6)

Optimistic

UA to Hold to Release of Film-a-Week

Youngstein to Coast to Facilitate Product Flow

United Artists will maintain a release schedule of at least four pictures a month for the remainder of this year, Max Youngstein, vice-president, stated yesterday.

Youngstein will leave for the Coast today to cooperate with producers releasing through the company on plans for distribution of new product and advancement of production plans for other pictures. He will be in Holly-



Max Youngstein

(*Continued on page* 6)

MGM Consolidating Omaha And Des Moines Territories

Consolidation of M-G-M's Omaha and Des Moines sales territories was announced here yesterday by Charles M. Reagan, vice-president and general sales manager. Reagan also announced the promotion of Richard L. Huffman from assistant branch manager in Charlotte to branch manager, succeeding the late Jacques C. Reville. John H. Allen was promoted from salesman at Jacksonville to assistant manager in Charlotte.

Vincent F. Flynn, branch manager in Omaha, will be transferred to Des Moines where he will be in charge of the combined Omaha-Des Moines territories. G. E. (Jerry) McGlynn, former manager in Des Moines, has retired from that position because of ill health.

Reagan said that sales and booking activities and all clerical work in connection with accounts in the two territories will be conducted at M-G-M's office in Des Moines, beginning in the near future. Shipping and inspection of prints for accounts in the Omaha territory will continue at the company's Omaha branch.



Vincent Flynn

Consolidation of the territories is in the best inter-

(*Continued on page* 6)

Kings to Invest $10,000,000

King Brothers Productions will invest close to $10,000,000 in two years in producing six pictures for RKO Radio Pictures release, Herman King, vice-president of the independent production organization, disclosed here yesterday.

King, who is in New York for merchandising conferences for his

(*Continued on page* 5)

High Costs and TV Hit UK: Hutchinson

The motion picture business in Great Britain for exhibitor and distributor alike "is not very good at present due to the high costs of living and impact of television," Fred E. Hutchinson, managing director for Paramount International in the British

(*Continued on page* 5)

PERSONAL MENTION

CAPT. HAROLD AUTEN, American representative for Greater Union Theatres, Australia, will leave here by plane today for London, where he will attend a week of official events for holders of the Victoria Cross.

•

EDWARD MOREY and NORTON V. RITCHEY, Allied Artists vice-presidents, will leave here today for Hollywood.

•

MILTON R. RACKMIL, president of Universal Pictures, will return to New York by plane today from Hollywood.

•

ELLIS ARNALL, president of the Society of Independent Motion Picture Producers, arrived at the Coast yesterday from New York.

•

MONROE W. GRENTHAL, president of the agency bearing his name, will leave New York by plane today for the Coast.

•

GEORGE CHASIN, vice-president of Music Corp. of America, will leave New York today aboard the "Queen Mary" for London.

•

MARGARET ETTINGER, president of the Ettinger Co., arrived in New York yesterday from the Coast.

•

TONY MARTIN and CYD CHARISSE, with their two children, will leave here tomorrow for England.

•

SAM HARRIS, partner in the State Theatre, Hartford, has left there with MRS. HARRIS for Europe.

•

GEORGE SIDNEY, Columbia director, arrives in New York today from the Coast.

Fred Lida to APA As Adv. Director

Fred Lida has been named national director of advertising, publicity and exploitation for Artists-Producers Associates, it was announced by A. W. Schwalberg, president. Lida also will handle special assignments for Gold Medal Productions as well as Gold Medal Studios.

Before joining A. P. A., Lida served as co-ordinator of advertising at I. F. E. Releasing Corp., which he joined as advertising assistant to Jonas Rosenfield, Jr. Previously, Lida was agency manager of the Rockefeller Plaza division of Morey Humm & Johnstone, and prior to that production-traffic manager at the Peck Advertising Agency, and assistant ad manager of Metro Publications.

Perrine Resigns as Vice-Pres. of MAC

Special to THE DAILY

MINNEAPOLIS, June 19.—Resignation of Charles Perrin as vice-president of the Minnesota Amusement Co. is reported here. It is understood that Perrine will go into the air-conditioning field.

Press Takes Junket For 'Away All Boats'

More than 100 trade press and syndicate writers, New York film critics and television and radio representatives joined Universal Pictures' executives and star George Nader in a special junket to the Brooklyn Navy Yard yesterday in the launching of the U. S. Navy's promotional cooperation on Universal - International's "Away All Boats" in this area. The picture is scheduled to open at Loew's State in New York late in July and will open in important Naval installation cities on July 18.

One of the highlights of the program of activities was the awarding of two special Naval citations to U-I on the picture; the first was presented to Charles J. Feldman, vice-president and general sales manager of Universal, by Capt. George de Metropoulous on behalf of Rear Admiral N. B. Taylor, U. S. Chief of Information. The second citation was also presented to Feldman by Captain James H. Flatley of the U.S.S. "Champlain," the aircraft carrier on which the special screening of "Away All Boats" was held for 1,000 crew members and the Universal party.

Approves Admission Hike in Indonesia

The Motion Picture Export Association's board of directors approved a proposal which would increase admission prices up to 25 per cent in Class A Formosa theatres and heard reports on present and future operations in Indonesia at its weekly meeting here yesterday.

The MPEA directors, following lengthy discussions, accepted a plan for increase in ticket prices in Formosa theatres. The increases would vary up to 25 per cent, dependent on the price of the seat in the specified section of a theatre.

Also discussed was the Israel license division for the coming year, the MPEA said.

The Indonesian film situation was presented to the board by Irving A. Maas, MPEA vice-president, and William Palmer, MPEA representative in that country, both of whom informed the company officials what the present and future, specifically in 1956-57, holds for the American companies operating in that country.

SPG-MGM Dispute To Mediation Board

The Screen Publicists Guild (District 65) and M-G-M have agreed to use the New York State Mediation Board as a means of settling their disagreement over a contract for advertising, publicity and exploitation personnel at the film company's home office.

The executive board of the SPG will meet this evening at the Guild's headquarters to discuss the M-G-M situation and to further their efforts to get a contract for their M-G-M members. It is expected that the SPG and M-G-M will go before the mediation board late this week or early next week.

Lewis Now Kingsley Ad.-Publicity Head

The appointment of Bernard Lewis as advertising-publicity director of Kingsley International Pictures Corp. was announced yesterday by Edward Kingsley, president.

Lewis, who has already taken up the duties of his new post, will be in charge of the enlarged film preparation and promotion activities of the organization, Kingsley said.

Before joining Kingsley, Lewis was advertising - publicity director for Times Film Corp. Prior to that association he was exploitation and promotion manager for Italian Films Export and I.F.E. Releasing Corp.

Jacocks Testimonial In Branford July 9

NEW HAVEN, June 19.—Friends and associates, from within and outside of the motion picture industry, will honor Ted "Tiny" Jacocks, pioneer motion picture exhibitor from Branford, Conn., at a testimonial dinner at the Waverly Inn, Cheshire, Conn., on the evening of July 9.

Jacocks, who has practically devoted his life in the interest of the industry and its problems, has done considerable work politically throughout the state while a member of the State Legislature, it was pointed out.

The honorary committee setting up the testimonial is as follows: Connecticut: Prosper Lavieri, Frank M. Lynch, Albert T. Pierson and Samuel Rosen. Massachusetts: Hy Fine, Harry Rogovin and Samuel Seltesky. New York: John Byrne and Abraham Montague. Co-treasurers are Thomas R. Brown and Samuel Weber.

Balaban Host to Press

Trade press editors and the New York film critics today will be guests of Barney Balaban, president of Paramount Pictures, at a luncheon-reception for Bob Hope at the Paramount home office executive dining room.

TV Packages By Movietone

United Press Movietone News yesterday announced plans for producing weekly news and sports package programs for television.

Heretofore, the news agency-newsreel combine has kept its services to daily wire and film reports. The daily services to television now have the world's largest tv circulation in the news field, it was claimed.

Plans for the packages followed a five-month survey by W. R. Higginbotham, U. P. Movietone manager.

The programs will be available for fall schedules when news and sports command a larger slice of time than usual, it was said. At that time, the election campaign will be in full swing and a build-up will be in progress toward the Australian Olympics.

Two Titles Chosen

Higginbotham said present plans call for a 15-minute news and a 15-minute sports program, designed for weekend showing and covering the top of the world's events. They will be called "the news report" and "the sports report."

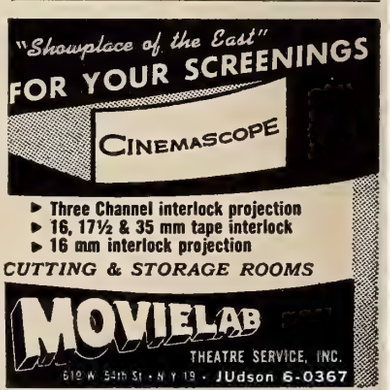
"These programs will use every facility of United Press and of Movietone News," he said.

The programs will be distributed through the national and world U. P. system, which has distributed the daily services the past five years.

'King Kong' into 116 California Situations

The California state-wide saturation booking in 116 situations of RKO's "King Kong," coupled with "I Walked With a Zombie," begins today with the first wave of 54 dates throughout Northern California, it was announced by Walter Branson, RKO's vice-president. A week later the RKO picture will open in 62 theatres in Southern California.

Similar territorial saturation releases of "King Kong" are being arranged now for other sections of the country, according to Branson.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

"I've heard so much about that amazing **'FORBIDDEN PLANET'**."

(CinemaScope-Color)
Walter Pidgeon • Anne Francis
Leslie Nielsen and Robby, The Robot

"Ava's gorgeous and the action terrific. **'BHOWANI JUNCTION'** is my type of movie."

(CinemaScope-Color)
Ava Gardner • Stewart Granger
Bill Travers

"Give me a Western with a love story like **'TRIBUTE TO A BAD MAN'**."

(CinemaScope-Color)
James Cagney • Don Dubbins
Stephen McNally • Vic Morrow
and introducing Irene Papas

"I read all about it in Argosy Magazine. **'THE FASTEST GUN ALIVE'**."

Glenn Ford • Jeanne Crain
Broderick Crawford • Russ Tamblyn

"Isn't it romantic! **'THE SWAN'** is for me."

(CinemaScope-Color)
Grace Kelly • Alec Guinness
Louis Jourdan • Agnes Moorehead
Jessie Royce Landis • Brian Aherne
Leo G. Carroll • Estelle Winwood
Van Dyke Parks

"I'd love to see the exclusive pictures of **'THE WEDDING IN MONACO'**."

of His Serene Highness, Prince Rainier III and Miss Grace Kelly
(CinemaScope-Color)

"I'm taking the girl friend! **'GABY'** is a hand-holding picture."

(CinemaScope-Color)
Leslie Caron • John Kerr
Sir Cedric Hardwicke • Taina Elg

"The N.Y. Herald Tribune says: **'THE CATERED AFFAIR'** is the 'Marty' of the new movie year'."

Bette Davis • Ernest Borgnine
Debbie Reynolds • Barry Fitzgerald



LOTS OF GOOD MOVIES FOR EVERYONE'S TASTE

They're all from M-G-M. If you haven't played them you're missing a lot of fine shows!

REMINDER! *"Somebody Up There Likes Me" Theatre Preview! In all Exchange Cities— June 27th to July 2nd, inclusive!*

Rogers

(*Continued from page* 1)

meeting in the Will Rogers Clinic Theatre to hear reports and discussions by Dr. George E. Wilson, medical director, and his associates, Doctors H. W. McCreary, D. M. Brumfiel, and E. N. Packard. Laboratory director Professor Morris Dworski will outline the progress and position of the research laboratories, and the contributions to tuberculosis healing and prevention being sought there. New developments in surgical techniques as applied to chest diseases will be discussed by Doctors W. W. Woodruff and Carl Merkel, staff surgeons.

Will Show 'Scope Equipment

Following luncheon a short film subject will be shown to demonstrate the CinemaScope equipment which was recently completed through final contributions of front curtain and track from Allied Studios of New York, and Automatic Devices Co. of Allentown, Pa. Projection Optics Co. of Rochester has recently supplied an additional set of anamorphic lenses. All installations were handled and directed by Si O'Toole and Lou Greene of the Stanley Warner Corp.

Also to be shown at this meeting will be the Henry Fonda special trailer to be used in the audience collections campaign in theatres across the country during the week of July 16.

Weekend at Schroon Lake

Late in the afternoon the party will be taken to Edgewater Motel at Schroon Lake, where they will spend the balance of the weekend as guests of Herman Robbins and his sons, Allan, Burton and Norman.

The annual meeting of the board of directors will be held at Edgewater Saturday morning. Reports of the president, Abe Montague, and the various committees will be presented.

'Oklahoma!' to Open In N.O. Tomorrow

NEW ORLEANS, June 19.—Rodgers & Hammerstein's production of "Oklahoma!" will open at the Panorama Theatre here Thursday, it was announced by Joy N. Houck, owner of the house, who is spending close to $70,000 to refurbish and install Todd-AO equipment in the 1,005-seat house.

Houck disclosed that the refurbishment of the theatre will include deluxe seating, new carpeting, rest room facilities, box offices and redecorated walls and ceiling throughout.

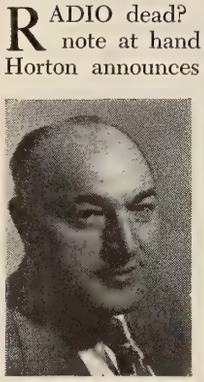
WGAW Meets Thursday

HOLLYWOOD, June 19.—A membership meeting of the television-radio writers branch of the Writers Guild of America West will be held Thursday evening, at the Beverly Hilton Hotel, to vote approval of a working agreement with the television networks, attained two weeks ago.

Television--Radio

with Pinky Herman

RADIO dead? Not by a long shot. A special (very, very special) note at hand from NBC to the effect that director of sales Fred Horton announces two giant-sized advertising schedules on that net's week-end program, "Monitor," advising all and sundry that American Oil Co. (Amoco) has signed for 14 participations each week-end starting Sunday, July 7, and R. J. Reynolds Tobacco (Winston cigs) will buy 50 spots each week, for a grand total of a cool million (quad erat demonstrandum). . . . In a deal closed last week and negotiated by Howard E. Stark, Gene Autry and his partner Robert O. Reynolds have acquired for the sum of $1,000,000 station KSFO, San Francisco, from Wesley I. Dumm, who two years ago sold station KPIX, Los Angeles, to Westinghouse. The Autry-Reynolds combine also owns station KMPC in L.A. . . . With the Martin-Lewis splituation, Jerry Lewis will solo as guest on the "Today" tv'er when it originates Monday, July 2, at Atlantic City.



Pinky Herman

☆ ☆ ☆

ABChieftains quite proud of the fact that the Parent-Teacher Committee on Television Programs for Children (Ridgewood, N. J.) after surveying hundreds of programs in the past four weeks, has included in its recommended list, four ABC-TVehicles: Burr Tillstrom's "Kukla, Fran & Ollie," Walt Disney's "Disneyland" and "Mickey Mouse Club" and "Super Circus.". . . Art Ross, Eastern tv-radio director for Campbell-Ewald is the producer of the United Motors Service Division (General Motors) commercial, featured on the NBC-TV series, "Wide, Wide World," which has just been cited as one of the year's best commershills by the N. Y. Art Directors Guild. . . . When the "Jack Paar Show" ABCommences a daily quarter-hour strip Monday, July 2 (11:15-11:30 ayem) it'll mark his first radio stint in five years. Jack will give humorous slants on the news, play some records and promises NO rock 'n' roll (and not begging anyone's PAARdon. Good boy, sez we). . . . John Hubley, prexy of Storyboard, Inc., will close the West Coast studios next month to spend all his time and energies at the New York offices where he will busy himself in the preparation and direction of theatrical and industrial films.

☆ ☆ ☆

Dorothy Beth Lefkowitz, pert, pretty and talented young daughter of Nat Lefkowitz, secretary-treasurer of the William Morris Agency, and New York attorney Burton Litwin will sing an "I Do-et" soon. . . . Sotto voce to Reub Kaufman: Jerome Thor, who was responsible for the success of "Foreign Intrigue," would be a natural for the role of "Captain David Grief," the Jack London telefilm series you plan to get underway soon. . . . Cecil Brown makes his tv debut Monday, July 2, when he starts a new series of late news telecast, "Cecil Brown and the News." Program will be slotted every week day from 11:00-11:10 P.M. with Carter Products, Inc. picking up the tab. . . . A very clever bit of promotion. We're referring to the newest piece of "literature" conceived by Donald Fellows, which consists of a blank scale with cut-out musical notes and which suggests that "you try to make up your own jingles but if you can't, you might call Cummings Productions, who are jingle specialists.". . . Producer Sam Wiesenthal plans to use well-known tv names when he brings "The Jack Dempsey Story" to the motion picture screens.

☆ ☆ ☆

Irving Kaufman, veep at Audio-Video Recording Co., Inc., will personally supervise the construction of the firm's new studios located at 1657 Broadway (former site of radio station WMCA). Audio-Video's greatly increased activities require that it maintain both the new Broadway quarters and its present studios at 730 Fifth Ave. . . . Hill & Range execs are overlooking a terrific bet in the inspirational ditty, "Somebody Sees," penned by Al Koppell and Joe Davis. To us it's another "He." . . . Nancy Hamburger has been named magazine editor for NBC Press by Ellis Moore. . . . Radio Bible Class with Dr. Richard DeHaan, principal speaker, has been renewed for another 52 weeks over ABC Radio, effective Sunday, July 1.

TV Hearing

(*Continued from page* 1)

National Telefilm Associates, said here today.

Landau, testifying before the Senate Commerce Committee currently investigating tv broadcasting practices, aimed his main charges against the FCC, whose function it is to regulate the tv industry. Earlier testimony by independent station operators focused principally on the evils of the network option policies while both CBS and NBC network representatives defended their policies and predicted chaos if the present structure of the industry were changed.



Ely Landau

Adding a new note to the hearings Landau said that the FCC had created this "monopoly by default" as a result of "keeping the allocation door shut," thus preventing the formation of additional networks. More networks, he continued, would give program strength to more stations, more market places to more advertisers, and would mean more de-centralization of control in the field of network telecasting.

Westinghouse Represented

Other witnesses today opposed proposals for Federal regulation of tv networks. They included spokesmen for stations affiliated with the American Broadcasting Co. and for Westinghouse Broadcasting Co., Inc.

Frederick S. Houwink, chairman of the board of governors of the ABC Affiliates Association, told the committee that while the ABC affiliates are among the "poor relations" of the tv industry, they still "are not asking for outside help in solution of our problems."

Donald H. McGannon, vice-president of Westinghouse Broadcasting Corp., admitted that Westinghouse had been forced to sell its Philadelphia tv station to NBC under threat of loss of the station's NBC affiliation. He said NBC had indicated to Westinghouse that it wanted a tv outlet in Philadelphia and would withdraw its affiliation from the Westinghouse station unless it were permitted to buy it. Since $5,000,000 of the $8,500,000 Westinghouse paid for the station was figured to be the value of its NBC affiliation, Westinghouse was forced to let NBC have the station in return for an NBC station in another city, he stated.

Conclusion Likely Today

The Senate committee hopes to wind up the network phase of its over-all investigation tomorrow, with testimony from some 15 NBC affiliates. Additional hearings on other subjects may be held next week or the following week, committee officials said.

National Pre-Selling

"THE Proud and Profane" receives considerable assistance from an interesting autobiographical article written by Deborah Kerr for the July issue of "Woman's Home Companion."

The article starts on a two-page spread with the first page devoted to a full-color photo of Deborah Kerr and her two children. The second page has a picture of her with her husband, and the caption mentions her part in "The Proud and Profane."

•

Florence Somers recommends "Goodbye, My Lady" to the readers of "Redbook's" June issue. She says "Brandon de Wilde, who was so outstanding in 'A Member of the Wedding' and 'Shane,' gives another wonderfully moving performance in this picture."

•

A striking two-page spread advertisement on "Trapeze," in full color, with firecracker red as the background color, appears in the June 18 issue of "Life."

•

"'Bhowani Junction,'" reports "American" Magazine in the June issue, "is the story of a lovely Anglo-Indian girl (Ava Gardner) torn between her love for an English officer (Stewart Granger) and her native India." "American" suggests that its readers see this fine M-G-M film.

•

The full-color front cover of "Look's" June 26 issue is devoted to Elizabeth Taylor, star of Warner's "Giant." In the same issue a full-page, color photo taken on the "Giant" set leads off an informative article about this 24-year-old star and her two children.

"Look" assigned three photographers and Eleanor Harris, a personality piece writer, to do "The Elizabeth Taylor Story."

•

Five ads for motion pictures will appear in the July issue of "Seventeen." They are: A full-color page on "Trapeze," black and white pages on "Moby Dick," "The Eddy Duchin Story," "That Certain Feeling" and a table of contents ad on "Lust for Life."

•

"American Weekly," alert to the age of rockets, had tubes built to simulate sky rockets. They were used as sales aids for "Away All Boats." A two-color poster with selling copy for "Away All Boats" was placed inside of the rocket. The poster also had copy saying "21 million readers will see the exciting color ad (reproduced on the poster) in the July 8 issue of 'American Weekly.'" Three hundred of these promotion aids were mailed to theatre owners across the nation.

WALTER HAAS

REVIEW:

The Fastest Gun Alive

M-G-M

HOLLYWOOD, JUNE 19

CLARENCE GREENE and Russell Rouse have added another well-deserved credit to their list of films that are "different." This producing-directing-writing team has a penchant for planning screen fare with mass appeal.

In this instance, producer Greene and director Rouse discovered their material in an unusual Western by Frank Gilroy, which appeared as "The Last Notch" on television last year. Rouse and Gilroy adapted the story into an exciting, suspenseful screenplay.

Glenn Ford, Jeanne Crain and Broderick Crawford make up the marquee value for the film; and if you have to borrow letters to put up the name of Russ Tamblyn, do it. Tamblyn, great for the teen-age trade, has been woven into the story for a show-stopping dance routine.

The film characterizes man's curiosity, especially one outlaw's whim, to challenge the reputation of anyone known to be "a fast gun."

Brod Crawford plays the outlaw determined to uphold the belief he's the fastest man with a gun.

Glenn Ford projects a great emotional disturbance throughout most of the film, until it is learned that he is "the fastest gun alive," although he has never killed anyone. He decides to leave the small town, where he and his wife, Jeanne Crain, own the general store, because he fears that such a reputation will invite some trigger happy maniac to town for proof. He admits that he lacks the courage to use his gun as a weapon for killing, otherwise he would have tried to avenge the murder of his father, a well-known sheriff.

He takes an oath at church one Sunday that he will never use the gun again. The townspeople ask him to remain in town, pledging themselves to secrecy regarding his ability with the gun.

The pledging appears to be in vain as Crawford and two henchmen, John Dehner and Noah Beery, in an effort to out-distance a posse after them for a bank robbery, stop in the small town to get fresh horses. A small boy unwittingly shows Crawford a sample of Ford's handiwork, two silver dollars, bullet-plugged with one throw in the air. Ford is forced into the open for a showdown, with the threat that Crawford would burn the little town while they were all gathered in church.

Crawford gets killed. Although Ford remains alive, a mock funeral is held for him, too, to ward off any possibility of curious gun slingers coming to the little community to match their "drawing power."

Running time, 90 minutes. General classification. For release in July.

SAMUEL D. BERNS

Kings to Invest

(*Continued from page* 1)

company's latest production, "The Brave Ones," said that this picture "is the best we have ever done." He disclosed that following conferences with the RKO Radio executives here, an advertising-publicity budget of $1,500,000 has been set to promote the CinemaScope and color film made in Mexico.

The independent producer said that among the six films to be made, "with our own financing" within the next two years are "The Syndicate," "Heaven With a Gun," "Mr. Adam" and "Two-Headed Spy." King said that two other properties are in work also, now untitled.

Hutchinson

(*Continued from page* 1)

Isles, declared yesterday upon his arrival here aboard the "Queen Mary."

Hutchinson, who will be in New York for two weeks and will go to Hollywood for a week of conferences with Paramount studio executives, said that his trip here is to discuss forthcoming product which his organization will distribute.

The Paramount-British executive said that business in his territory "is not very good." He said that the current economic conditions in England and the British Isles, coupled with television's inroads, have been detrimental. Hutchinson also said that one of the major problems which confronts exhibition is the 40 per cent tax on admissions. He said that efforts are being made to have this tax removed next year.

Humphrey Firm

(*Continued from page* 1)

there an insufficient surplus this year, but the figures for next year are sufficiently uncertain" that tax cuts should be ruled out this session.

Humphrey's views are regarded as a new blow to the industry's chances of obtaining Federal admissions tax relief this year. The indicated Treasury opposition to the King Bill, should it pass the Ways and Means Committee, would probably be fatal to the bill's chances of passing the House and Senate late in the current session of Congress.

The King Bill, backed by the Council of Motion Picture Organizations' tax campaign committee, would eliminate the tax on admissions of $1 or less.

Spain Refusal

(*Continued from page* 1)

G. Griffith Johnson, MPEA vice-president, and Charles Baldwin, MPEA Rome representative, sought to resolve this week in protracted talks with Ministry of Commerce officials.

Despite the failure of the talks, Baldwin is remaining here for further sessions.

See Virtual Subsidy

The American industry takes the position that Spanish film producers could not deliver enough films capable of standing on their own in the American market and that the Spanish government's demands, therefore, would amount to American subsidization of the Spanish industry, if they were to be accepted.

Bigger Business

(*Continued from page* 1)

eign sales staffs and now we are beginning a period of continual flow of top-grade product from our own studio," Branson explained. "During the past year, business has continued to be big," the sales executive said, pointing to the grosses of Howard Hughes' "The Conqueror" wherever it has played.

"With the excitement this box-office has sparked," Branson said, "we are now going to follow quickly with such productions as 'The First Traveling Saleslady,' 'Back From Eternity,' 'While the City Sleeps,' 'Tension at Table Rock,' 'Beyond a Reasonable Doubt' and 'The Brave One.'"

New Director for 'Sea'

Leland Hayward, producer, and director Fred Zinnemann yesterday announced an amicable agreement to dissolve their arrangement for Zinnemann's direction of Ernest Hemingway's "The Old Man and the Sea." The director completing the picture, for which location shots have been made in Cuba, will be announced when production is resumed at the Warner Bros. studios in Burbank.

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PEOPLE

John Houseman, on leave from MGM Studios, Culver City, is serving as director of the 1956 season at the American Shakespeare Festival Theatre and Academy at Stratford, Conn.

Thomas J. Brandon, president of Brandon Films, is vacationing with his family on his upstate New York farm.

John L. Calvocoressci, partner of Bercal Theatres, Inc., Hartford, has received his Bachelor of Laws degree from the University of Connecticut.

John Nameika has been named manager of the Parsons Theatre, Hartford.

Bill Lissner, after 26 years as a film salesman in the Cleveland and Buffalo territories, has resigned from the local Universal sales force and has retired from the industry.

Sheldon Schmermer, former booker at Republic Pictures, has joined Paramount and is awaiting an assignment.

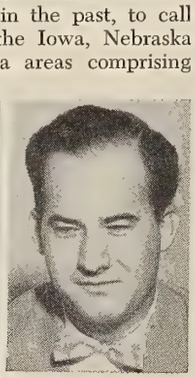
M-G-M Uniting Territories

(*Continued from page* 1)

ests of both the company and its customers, M-G-M believes. Salesmen will continue, as in the past, to call on customers in the Iowa, Nebraska and South Dakota areas comprising



Richard Huffman



John Allen

the Omaha shipping territory. Exhibitors in this area have done most of their booking with the salesmen or by mail and telephone, few making more than periodic visits to exchange headquarters. Since shipping will continue from Omaha, there will be no change in transportation charges involved.

"We believe that the economy of operation which will result from combining our 'bookkeeping' functions in one office is as much in the exhibitor's interest as our own," Reagan said.

Huffman, the new branch manager at Charlotte, joined M-G-M there as a salesman in 1948 following service in World War II in the U. S. Maritime Service and a brief subsequent career as owner of his own business. Allen, his successor as assistant branch manager, started his M-G-M career in 1940 as a shipper in Atlanta.

Flynn a New Yorker

Flynn, who takes charge of the combined Des Moines-Omaha territory has been manager at Omaha for the past five years. A native New Yorker, he joined M-G-M in 1943 and, following selling assignments at Cleveland and Cincinnati, he served 27 months in the Army.

More Store Tie-ins For UA's 'Trapeze'

United Artists has completed arrangements for two additional merchandise promotions to spotlight Hecht and Lancaster's "Trapeze" in retail outlets of the United States and Canada.

Norge Sales (refrigerators and freezers) will award back-yard tents and circus sets in conjunction with "Trapeze" kiddie shows.

A Toonavision game tie-in will publicize the film to the youngsters in a department and stationery store promotion, in which the company's games will be given as prizes for local "Trapeze" coloring contests.

U.A. Releases

(*Continued from page* 1)

wood about four weeks, returning New York briefly thereafter and goi back to the Coast for the remaind of the summer.

The release schedule calls f three to five pictures a month duri the last half of the year, maintainin the release pace set by U.A. last yea when 52 features were released. Th average of four films per month co tinued through the first half of th current year, Youngstein said, givin the company the largest releas schedule in the industry.

Aims for New Record

"We at United Artists are optimis tic," he observed. "We had a recor year last year and we are out t surpass it this year. We think tha a steady flow of product, aggressivel merchandised and enthusiastically ex ploited is the way to do it."

TOA Furthers

(*Continued from page* 1)

some 220 of the 285 booths in th trade show have already been sol and the remaining ones are expecte to be sold within the next few weeks

The convention, it was said, wil have an international aspect, due t the large number of foreign industr companies and persons who will at tend and participate in the join convention.

"PHONE ME IN CHICAGO ABOUT 'TRAPEZE'!"

Dave Wallerstein, Vice-President and General Manager of Balaban and Katz Theatres, says:

"Phone me in Chicago if you want the answer to the question everybody is asking—

"HOW IS 'TRAPEZE' DOING?

"I'll be glad to tell you that 'TRAPEZE' has smashed every opening day record in the history of the United Artists Theatre here in Chicago.

"'TRAPEZE' is bigger than two of our greatest grossers—'Not As A Stranger' and 'The Country Girl'.

With pleasure and pride I tell you 'TRAPEZE' IS THE GREATEST!"

Signed

Dave Wallerstein

Balaban and Katz
Telephone: Randolph 6-5300

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 120 NEW YORK, U. S. A., THURSDAY, JUNE 21, 1956 TEN CENTS

ebuffed

ax Relief Is enied Small .K. Theatres

ommons Votes Down inal Trade Proposals

By PETER BURNUP

ONDON, June 20.—By majorities 43 votes in the first instance and in the second, the House of Comns rejected both proposed new uses to the Finance Bill providing entertainment tax relief for the aller theatres.

ndustry efforts to have provision de for tax relief for all British atres in the budget prepared by Chancellor of the Exchequer ed last month.

n the course of the debate on the posed new clauses, members of h parties made urgent pleas for tax ef, particularly for the smaller atres, but the government spokesn effectively spiked all current instry hopes by saying, "The Chan-

(*Continued on page 4*)

cElwaine to Head ttinger Co. Dept.

The Ettinger Company, New York l Los Angeles public relations n, has organized a motion picture olicity, promotion and exploitation partment, it was announced yester-. Don McElwaine, for many years ublicity executive at M-G-M, will id the department, with headquars in Hollywood. McElwaine has oduced films as well as having ved as publicity and advertising nager for several major producing npanies.

The Ettinger Company, organized

(*Continued on page 5*)

erman Group Near eal for Korda Firm

From THE DAILY Bureau

ONDON, June 20.—Advices from est Germany indicate that a takeer bid for Deutsche London Film de by an influential German bank- group is likely to be accepted.

Deutsche London Film is the con-

(*Continued on page 4*)

Bob Hope, Willing Film Salesman, Is Lauded by Balaban

(*Picture on Page 4*)

Bob Hope, who started his work day yesterday in New York at 5:30 A.M. and ended it about 10:45 P.M. with the last stage show at the Paramount Theatre, where his new picture, "That Certain Feeling," opened strongly, was roundly praised by Barney Balaban, Paramount Pictures president, for his enterprise at a luncheon in Hope's honor in the executive dining room at the home office.

The luncheon followed Hope's first stage appearance of the day. Had it followed the fourth last night, Balaban's praise might have been even warmer. For Robert K. Shapiro, executive manager of the Paramount, estimated that the first day's gross

(*Continued on page 4*)

51 Exploitation Men Covering 'Trapeze'

An expanded United Artists field force of 51 exploitation men, said to be the largest ever employed by the company, this week will launch the final phase of the country-wide regional promotions backing almost 400 key openings of Hecht and Lancaster's "Trapeze," it was announced by Roger H. Lewis, UA's national director of advertising, publicity and exploitation.

The current exploitation phase of

(*Continued on page 5*)

TV Production Also on Company's Schedule

MGM Into Television Distribution Field

To Set Up Its Own Organization Under Barry; To Invest in TV Stations, Too

Loew's, Inc., will enter the television distribution field shortly by making available to television its pre-1949 library of 770 feature motion pictures and 900 short subjects, it was announced by Arthur M. Loew, president, following a meeting of the company's board of directors here yesterday.



Arthur M. Loew

The company, while setting up its own television distribution facilities in all U. S. and Canadian cities where stations are located as well as in other areas which have adopted commercial television, also will enter the tv production field and acquire interests in tv stations, Loew stated.

The Loew's president stated that the first productions to be made especially for television are planned for the 1957-58 programming season. The M-G-M backlog of 770 features and 900 shorts, Loew said, will be broken down into packages for general distribution this coming fall. He

(*Continued on page 5*)

Combines Hit By Salesmen

Special to THE DAILY

MILWAUKEE, June 20.—In a letter to Senator Hubert Humphrey, chairman of the Senate Small Business Committee, David Bartell, general counsel of the Colosseum of Motion Picture Salesmen of America, said that the buying combine is a Frankenstein in the motion picture industry and may well be ruinous to the exhibitor and the distributor alike. Bartell offered to obtain such information as the committee might require in further pursuit of this problem. Bartell further stated:

"The buying and booking combine is an exceedingly important factor in the controversy raging between the

(*Continued on page 5*)

Favorable Reaction, Says Gehring

MPAA Sales Managers Meet Soon On Indianapolis Credit Survey Plan

By LESTER DINOFF

The sales managers committee of the Motion Picture Association of America will meet soon to hear a report on Indianapolis exhibitors' reaction to the theatre admissions credit plan and to select an organization which would conduct a survey of the public's reaction toward such a plan, William C. Gehring, vice-president of 20th Century-Fox, stated here yesterday.

Gehring, who also is chairman of the sales managers' sub-committee charged with getting the plan rolling, said that Indianapolis and Marion County exhibitors are "favorable" to the credit card proposal.

The 20th-Fox vice-president said that he was in Indianapolis earlier this week for conferences with exhibitors there. Gehring said that he met with representatives of 45 theatres out of the 62 in the Indianapolis-Marion County area.

Gehring said that the MPAA's sales managers committee will meet shortly to hear a progress report and to select

(*Continued on page 4*)

Thrillarama to Bow July 25 in Houston

Special to THE DAILY

HOUSTON, June 20.—"Thrillarama Adventure," produced in the new dual camera process, will have its world premiere at the Metropolitan Theatre here on July 25. The medium stems from the development of a process by which pictures can be filmed in a ratio twice that of a normal picture and presented without the need for additional equipment or alteration costs in a theatre, according to Albert H. Reynolds, president.

Bookings beyond the Houston premiere will not be taken until advertising plans have been finalized, Reynolds said.

PERSONAL MENTION

RICHARD W. ALTSCHULER, Republic Pictures vice-president and director of worldwide sales, will return to New York today from Albany.

•

F. E. JOHNSTON, production manager for Figaro, Inc., will return to New York today from Saigon, French Indo-China.

•

MASAICHI NAGATA, president of the Daiei Motion Picture Co. of Japan, will leave Tokyo by plane early in July for New York.

•

CHARLES BOASBERG, supervisor of sales for Cecil B. DeMille's production of "The Ten Commandments," has arrived in Los Angeles from New York.

•

RICHARD W. KULICK, son of SIDNEY KULICK, of Bell Film Exchange, will be married in Mt. Vernon on Sunday to JANET FISHMAN.

•

IRVING FEIN, president of J. M. Productions, will leave New York tomorrow for Hollywood.

•

VERA-ELLEN and her husband, VICTOR ROTHSCHILD, will leave New York today for England.

•

JOEL LEVY, out-of-town booker for Loew's Theatres, has returned to New York from Bermuda.

Set Rules for Royal Film Performance

LONDON, June 20.—The Cinematograph Trade Benevolent Fund has set Aug. 31 as the deadline for the submission of titles for the annual Royal Film Performance which will take place Oct. 29 at MGM's Leicester Square Empire Theatre here.

For the benefit of organizations that contemplate submitting films, the organizing committee announced that all films are eligible provided that the showing at the Royal Performance constitutes the first public performance of the selected film in the United Kingdom.

No foreign language film will be acceptable unless "dubbed" in English. All films must be censored before viewing.

Warner Pays 30c

At a special meeting of the board of directors of Warner Bros. Pictures, Inc., yesterday a dividend of 30 cents per share was declared on its common stock payable on Aug. 4 to stockholders of record on July 13.

Sharp Attendance Rise in June Reported; Estimate 2-Week Audience at 89,509,200

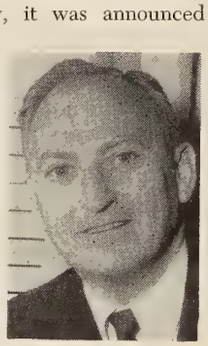
A sharp upsurge in attendance during June at the nation's motion picture theatres, especially the drive-in type, is shown in the Audience Action Index of Sindlinger & Co., which in its latest bulletin to its clients submits figures showing, for the week ending June 16, a total attendance of 45,983,500, an increase of 5.5 per cent over the previous week, which ended June 9. The June 9 figure of 43,525,700, in turn, represented a 22 per cent increase over the week ending June 2.

For the two weeks reported, of the total of 89,509,200 patrons, approximately 16 per cent were children, the remainder adults.

Attendance at drive-in theatres accounted for 45.7 per cent of the patronage for the week ending June 16, and 36.2 per cent for the week ending June 9.

Name Pillot 20th-Fox Magazine Contact

Leo Pillot, special events manager, has been appointed national magazine contact for 20th Century-Fox, effective immediately, it was announced by Edward E. Sullivan, publicity director.



Leo Pillot

Pillot's duties as special events manager also included handling of national syndicates and promotional tie-ups. He joined the film company five years ago working on special, national exploitation campaigns. Shortly thereafter he was promoted to assistant exploitation manager.

Prior to his affiliation with 20th Century-Fox, he was personal manager for comedian Sid Caesar. He has also been associated with Columbia, RKO, United Artists and Paramount Pictures.

Zanuck Plans Film on Stalin Crimes Theme

HOLLYWOOD, June 20. — Darryl F. Zanuck today disclosed he will produce "Secret Crimes of Josef Stalin" under his new independent producing setup for 20th Century-Fox release.

The subject will be semi-documentary in style, as was his "Behind the Iron Curtain," produced some years ago.

Drive-in Reopens

ALBANY, June 20.—The reopening of a long-closed drive-in was effected when Joseph Mirasola, operator of an indoor house at Warrensburg, N. Y., put into operation the former Beach in Lake George Village. Now called the 9-L Drive-in Beach Theatre, it had been dark four seasons.

'King' to Be Cited At N.Y. 'Festival'

Rodgers & Hammerstein's "The King and I" in CinemaScope 55 will be spotlighted as the outstanding motion picture of New York's second "Summer Festival" in ceremonies today at the city's Convention and Visitors Bureau, Pershing Square, opening the civic celebration.

Mayor Wagner to Participate

Mayor Robert A. Wagner will represent the City of New York, and Terry Saunders, top-cast in the 20th Century-Fox film, will represent the attraction in the event being covered by the metropolitan press, theatre and tv newsreels. Many other prominent citizens will be present at the gala "Summer Festival" kickoff.

La. Governor Heads 'Oklahoma!' Program

NEW ORLEANS, June 20. — Gov. L. K. Long of Louisiana heads a delegation of more than 100 state and city officials who will participate in the opening ceremonies here tomorrow night for Rodgers & Hammerstein's "Oklahoma!" in Todd-AO at the Panorama Theatre, E. K. (Ted) O'Shea, vice-president of Magna Theatres, announced. Gov. Long has proclaimed this "Oklahoma!" week throughout the state.

Representing George Skouras, Magna Theatres president, at the opening affairs here is Martin Sweeney of the New York office.

Regal Films Formed By E. J. Baumgarten

HOLLYWOOD, June 20. — E. J. Baumgarten, president of Associated Film Releasing Corp., today announced the formation of Regal Films, Inc., as a producing unit which will make pictures for 20th Century-Fox release. The first will be "Stagecoach to Fury," in CinemaScope, starring Forrest Tucker and Mari Blanchard.

Baumgarten will continue in his post as AFR president.

Drive-in Playground Booms Business at Lamont's Riverview

Special to THE DAILY

ALBANY, June 20. — The firs mechanized playground on a drive-i in the Albany exchange district ha been opened by Harry Lamont at th Riverview, Rotterdam Junction.

Equipped with a 16-passenge merry-go-round, a ferris wheel, a tilt o-whirl and a kiddie automobile rac track—all of them free—it attracte 560 children the first night and 1,00 the second evening. The youngster per-passenger count was 'way above normal, while concession busines boomed, Lamont said.

Promoted Heavily

Lamont used extra newspape space, door-to-door flyers and a ma on stilts (in Schenectady and Am sterdam) to spotlight the opening. A minimum of three attendants, tw men and a woman, are on duty a "Kiddie Wonderland."

Lamont also has installed an electric merry-go-round at the Sunset i Kingston. He plans to add mechanized rides at his other drive-ins next season.

Press to Spend Scrip At 'Moby' Festivities

NEW BEDFORD, Mass., June 20. —Two-dollar bills from the last century will make their appearance again in the stores of New Bedford at the same time that Warner Bros.' motion picture "Moby Dick" has its world premiere here on June 27. The money is, on one side, an exact reproduction —reissued with permission of the U. S. Treasury Department—of 19th century whalers' scrip of the Mechanic's Bank (no longer in existence) and will have a cash value equal to its face value of $2.00. Two thousand dollars worth of the whaling scrip will be re-issued.

The scrip will be distributed to members of the press who have been invited to New Bedford for the June 27 opening of "Moby Dick." The scrip will be spendable in any of New Bedford's stores for a 24½ hour period.

Airlift for Press Set To 'Moby' Premiere

What Warner Brothers characterizes as "the most luxurious airlift in the history of aviation" has been planned as "ferry service" to the New Bedford premiere of WB's "Moby Dick" on June 27. Some members of the press will be taken on June 26 to the New England fishing port in the private plane of W. A. Patterson, president of American Airlines. Other fourth-estaters will be drawn from New York, Chicago, Cleveland, Detroit and Cincinnati.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-2100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.


The Searchers NOW!
ONE GLOOM TWO!!!
FROM WARNER BROS.
Moby Dick NEXT WEEK!

REVIEW:

Fear

Astor Pictures

ANOTHER EUROPEAN film starring Ingrid Bergman and directed by Roberto Rossellini has crossed the ocean, this one made in German, and dubbed into English, using the star's voice, of course. It is based on a novel by Stefan Zweig and tells of a woman whose marriage is threatened by a blackmailer. "Fear" is neither as suspenseful nor intriguing as its title and despite the talented Miss Bergman's valiant try, it is a tepid and unexciting film.

Miss Bergman and her husband play two scientists whose seemingly happy marriage is marred by her affair with another man. Although she realizes her family is more important than any ephemeral affair, her attempts to return to normalcy are suddenly thwarted by another woman, allegedly the unwanted sweetheart of Miss Bergman's ex-lover.

The blackmail demands soon become larger and larger until the wife, unable to pay any longer, decides to go to the police. The other woman than admits it was the husband who had hired her to play blackmailer so Miss Bergman would give up the man.

Believing her husband is no longer interested and driven to the point of desperation, Miss Bergman intends to commit suicide. But all is forgiven at the critical moment and the couple plan to start over again.

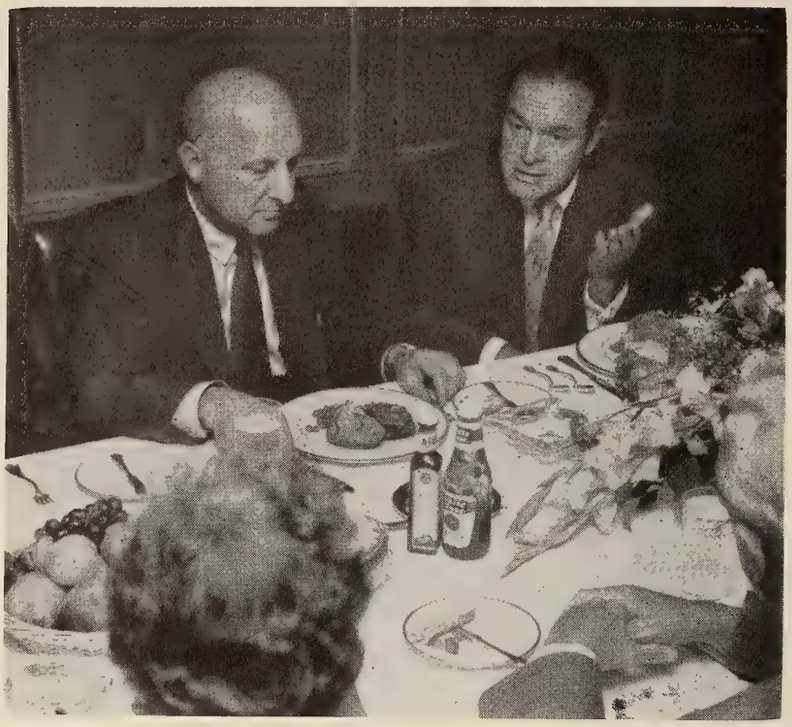
Why the wife ever started the affair or even stopped it is never quite clear nor is the motivation of the husband's little plot. It merely seems an excuse for a full-length film. However, the dubbing is quite good and Miss Bergman is always interesting to listen to and watch.

The picture was produced by Jochen Genzow and is an Ariston/H.M. (Gloria) production. The screenplay was written in collaboration by Sergio Amidei and Franz, Count Treuberg.

Running time, 89 minutes. Adult classification. For immediate release.

Trade Press Editors Look Very 'Safari'

Trade paper editors yesterday received pith helmets from Columbia Pictures as a plug for "Safari." Accompanying the hats, which also can be used as a foot bath, was a scroll designating the recipient as a "White Hunter" with "full authority to organize, equip and guide white B'wanas on lion hunts, shout 'Paci, paci' at gunbearers, locate non-existent water holes and acquire a better tan than anybody else." Graucho Marx wore one of those hats when he said, "This morning I came out of my tent and shot an elephant in my pajamas. How that elephant got in my pajamas I'll never know." Old gag, but apropos.



M. P. Daily Photo

THE HOST and his star, plugger Bob Hope, whose energy, persistence, talent and good-will earned him Barney Balaban's earnest accolade. To a trade and news writers' luncheon yesterday at the Paramount home office, preceding one of Hope's four p.a.'s on stage at the Paramount Theatre, Balaban and other Paramount executives indicated the industry's future rests on such lively co-operation, among other things.

Salesman Hope Is Praised

(*Continued from page* 1)

would hit $17,500, which is barely short of terrific on Broadway in any season, not to mention this particular one.

Looks for Other Stars to Follow

Balaban said he hoped the example being set by Hope was one that others in Hollywood equally able to assist in the launching and sale of their pictures would emulate. In today's market, he pointed out, special efforts are required to properly merchandise even the best of the better product and personal appearances by stars rank high among the efforts that through the years have been proved successful.

"It's real work and requires long hours," Balaban conceded, "but this picture's start today shows that it's what is needed and that it pays off. Our business is in a period of transition now and no one knows all the answers concerning what is wrong or what is needed. But this sort of work and effort certainly is one of the things that's needed."

Feels 'Really Good Again'

And one of the nice things about show business, Balaban observed, is that just when you begin to think you're in trouble, "along comes a package like this—Bob Hope and 'That Certain Feeling'—and you feel really good again."

Hope, said the Paramount president, has performed a genuine service not only for his picture and for Paramount, but also for the industry. He has shown it that rolling up one's sleeves and going to work produces the kind of results that solves industry problems.

Balaban pointed out that Hope's first picture for Paramount, "Thanks for the Memory," 17 years ago, grossed about what his newest one cost to produce.

Hope accepted Balaban's praise modestly, assuring the host that he, Hope, had been convinced by the remarks that he was pretty good. He said he got up before dawn to give a quarter-to-six show for burglars and that the Mayo Clinic had asked for his body late in the day.

Hopes It 'Pays Off'

"I hope the effort pays off," he said, "and that we succeed in putting the picture over."

In addition to New York film critics and trade press representatives, those present included Don Hartman, Melvin Frank and Norman Panama, independent producers; Russell Holman, Jerry Pickman, Burt Champion, Sid Blumenstock, Herbert Steinerg, Charles Franke, Mack Miller and others.

German Interests

(*Continued from page* 1)

cern through which the late Sir Alexander Korda operated for the distribution of his films which were made in London.

The banking group interested in the deal is composed of the Berlin laboratory concern Geyer Werke, a production unit known in the German industry as Berolina and the Vereinsbank of Hamburg.

UK Tax Vote

(*Continued from page* 1)

cellor has carefully considered the case and has reached the conclusion that this year, when he had had to introduce a firm and severe budget to prove the national determination to surmount our difficulties, it would be quite out of keeping to announce reductions of any kind in the entertainment tax."

Future Action Likely

The spokesman, however, held out a vague hope for the future, saying that the Chancellor intended to study the exhibitors' case carefully so that, at a more appropriate time, he might bring forward new proposals.

Meanwhile, the decision of the major circuits to increase seat prices forthwith created a rare rumpus among independent exhibitors up and down the country. They assert that the decision was ill-timed and that the circuits might have waited until Parliament reached its decision in regard to those new Finance Bill clauses.

Significantly, Walter Eckart's Star Circuit, operating 112 theatres in the North country, decided against a price increase. It was pointed out, also, that the circuit move conflicts with the Chancellor of the Exchequer's efforts to curb inflationary spending.

Rising Costs Pose Problem

Against all that, it must be admitted that the circuits are called upon to bear an immense burden of rising operating costs, with no hope of tax remission this year whatever might have happened to those new Finance Bill clauses. It is the fact, also, that the Chancellor will reap more benefit out of the price increases than anybody else. Out of the 6d. increase no less than 4½d. will require to be paid out in entertainment tax and Eady Levy by the circuits.

MPAA Sales Heads

(*Continued from page* 1)

a survey company. Gehring said that the survey is expected to be launched within four to six weeks, with the credit plan slated to be put into effect within two to three months.

Under the sales managers credit plan, a survey of the public's reaction to motion pictures and to paying for theatre tickets on credit would be undertaken at a cost estimated at between $8,000 and $25,000. If the survey shows that the public is receptive, the sales managers committee would hold further talks with Indianapolis-Marion County exhibitors. The MPAA sub-committee, besides Gehring, who represents Spyros Skouras, includes Richard Altschuler, A. Montague, Arthur Loew, George Weltner and John J. O'Connor.

Mrs. Stoddard Dies

BOSTON, June 20.—Mrs. Chester L. Stoddard, of Swampscott, Mass., wife of the district manager for New England Theatres, Inc., died following a lingering illness. She is survived also by two married daughters.

MGM Into TV

(*Continued from page* 1)

lso disclosed that a selected number f the films will be made available or presentation as "spectaculars" on he networks.

Loew announced that Charles C. Bud) Barry, vice-president in harge of tv operations for the com- any, and his assistant Richard Harper, will supervise all of Loew's television activities. He said that under Barry's supervision, the company will have a tv distribution organization capable of negotiating in all the cities where stations are located, with-



Charles C. Barry

n the next few months.

In announcing the entry into the elevision field, Loew said that for everal months many offers have been presented concerning the library nd each has received careful consideration. These offers included the outright sale of negatives as well as propositions to lease the films for long erm periods, he said. While the cash mounts and percentage offers were ubstantial and consistent with the uccess that attended the theatrical presentation of the films, Loew said hat the board of directors decided hat the company would be well advised to enter the tv distribution field n its own.

Sees Wide Benefits

The 30-year reputation of M-G-M ictures and their success in the entertainment world make this decision n important one for the viewing ublic as well as for tv stations all ver the country and for Loew's, Inc., tself, the company president stated.

With its own product under its wn control, M-G-M can appraise ach local situation and consider its elation to its regular business of roduction and distribution for theares, he added.

Among the feature pictures avail- ble for rental to tv stations are "The earling," "Easter Parade," "Mrs. Miniver," "Random Harvest," "Gaslight," "National Velvet," "The Great Ziegfeld," "Boy's Town," "Good-Bye, Mr. Chips," "The Wizard of Oz," "The Big House," "Grand Hotel," "Min and Bill," "The Merry Widow," "Valley of Decision," "San Francisco," "Mutiny on the Bounty," "Meet Me in St. Louis," "Boom Town," "The Good Earth," "Little Women," "Three Musketeers," "David Copperfield," "Treasure Island" nd "A Tale of Two Cities."

SPG Board to Meet

HOLLYWOOD, June 20. — The executive board of the Screen Producers Guild will meet on Monday or installation of newly-elected officers and to map future plans.

Will Save 75c Per $100 Payroll

Massachusetts Drive-ins to Benefit From Adjusted Compensation Rates

Special to THE DAILY

BOSTON, June 20.—As a result of a special study of workmen's compensation rates in this commonwealth, the Massachusetts Workmen's Compensation Rate Association has placed drive-in theatre employees in a single category, thus pulling out-door theatres out of the present double-rating class. The new setup, effective June 30, is $1.31 per $100 fee of payroll developed. At present the double rate is 87 cents per $100 payroll for booth employees and $2.73 per $100 payroll for all other employees.

Entertainers do not come into either classification.

Culminates 3 Years of Effort

This rate reduction is the result of three years of compilation of statistics on the part of officials of Independent Exhibitors, Inc., of New England and the combined efforts of Allied States Association and insurance agents who submitted their findings to the rate association. It is expected that other states will shortly follow suit, although no information has been received at the office of IENE regarding other New England states as yet.

In its appeal, officials of IENE pointed out that drive-in theatres should not be placed in the same category as parking lots where the menace of accidents is higher. In drive-in theatres, they explained, cars remain stationary and accidents are negligible.

Effective June 30

Under the new arrangement, the theatre owner will save about 75 cents per $100 payroll as more than 50 per cent of the total payroll is outside the booth. Carl Goldman, executive secretary of IENE, suggested that each theatre owner in Massachusetts get in touch with his own insurance agents immediately to obtain this insurance relief which will be effective on June 30.

McElwaine

(*Continued from page* 1)

in Hollywood nearly 30 years ago as a service for motion picture enterprises, opened its New York office more than 10 years ago when services for industrial clients were expanded. The company is divided into publicity and public relations divisions for industrial clients. Associates are maintained in Washington, Chicago, London, Paris, San Francisco and other cities.

Initial films to be represented by the Ettinger Company will be announced shortly, according to Margaret Ettinger, president.

Exploitation Men

(*Continued from page* 1)

UA's $2,000,000 campaign for "Trapeze" will be centered in Atlanta, Baltimore, Buffalo, Cleveland, Dallas, Denver, Houston, Miami, Milwaukee, Minneapolis, Norfolk, Philadelphia, Portland, St. Louis, San Francisco, Seattle and Washington.

Combines Hit

(*Continued from page* 1)

exhibition and distribution branches of the motion picture industry; but it appears to have been studiously avoided by each.

"So-called independent buying and booking combines render no real service to either the distributor or the exhibitor. They purport to act for all the major distributors, yet they represent none. No permanent relationship can be established on the shifting sands of promises or pretenses.

Salesman Called Essential

"No combine or group of combines can replace the film salesman in his contribution to the stability and progress of the film industry; and in keeping with the traditions of American industry it has been the sales force which has catapulted our economy to unprecedented heights.

"Competent, mature, hard-hitting salesmen are more important than ever before in the history of the industry. The problems of distribution and of consolidating the gains that the genius of production has attained must be secured and expanded. In the past two years there has been a decrease of more than 75 salesmen in the industry. Territories have been enlarged, thereby placing an additional burden on the remaining salesmen. The duties of the salesmen have become more onerous than ever, and the cry for governmental regulation of film rental has added to the responsibility of the salesmen. Government regulation is not a substitute for salesmanship; it is merely an effort to avoid responsibility.

Exhibitors Cautioned

"Showmanship, imagination and salesmanship are the bench-marks of the industry. This genius is being placed in jeopardy. Throughout the years the role of the film salesman has been beneficial to both the distributor and the exhibitor. It is a pattern of success. The distributors who act to cut sales costs by eliminating salesmen today will just as surely lose their markets tomorrow, and the exhibitor who succumbs to the wiles of the buying combines may one day find that another exhibitor has taken his place.

"The Colosseum of Motion Picture Salesmen of America represents the film salesmen of the major distributors. It represents men who have devoted their lives to the industry. It has attracted a high caliber of man because of his enthusiasm and love for motion pictures when other fields were more promising."

TENT TALK

Variety Club News

BOSTON.—Variety Club members had an enjoyable day as guests of Judge Pappas at Suffolk Downs, East Boston, at their annual "Day at the Races." A cocktail party was held and dinner was served at the Paddock Club and each member was given a daily double ticket. Myer Stanzler, exhibitor from Providence, R. I., was the fortunate winner of the "D-D," paying $59.60.

△

BALTIMORE.—Members of Variety Club, Tent No. 19, have pledged themselves to provide $70,000 for the organization's charitable activities this year. To raise the money, the club is sponsoring the "IceCapades" show at Baltimore's Memorial Stadium from July 27 to Aug. 7.

△

OMAHA — Variety Club Tent No. 16 will stage its annual golf and field day at the Omaha Field Club July 2, with Meyer Stern, past chief barker, the honored guest. Des Moines Tent No. 15 and Minneapolis Tent No. 12 will send eight-man golf teams to challenge for the Omaha trophy.

20th Abolishes Short Dept.; Jones Resigns

Twentieth Century-Fox is abolishing its shorts subjects sales department and will merge all functions of that department with its regular feature sales operations, it was disclosed here yesterday, following the announcement that Lem Jones, short subjects, newsreel and 16mm sales manager, and Clayton Bond, his assistant, have resigned from the company.

Jones, who headed the shorts operation for 20th since 1953, joined 20th-Fox in 1955 as executive assistant to 20th-Fox president Spyros P. Skouras.

Besides Jones and Bond leaving, it is understood that one other member of the short subjects department has been given notice. The other department members have been absorbed by the feature sales department.

According to 20th-Fox, all operations of the short subjects department will be absorbed by the company's regular sales department headed by general sales manager Alex Harrison.

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NEW YORK, N.Y. 341 W. 44th ST.

. . . NEWS ROUNDUP

Maryland Outing July 31

The Allied Motion Picture Theatre Owners of Maryland will hold its annual outing and crab feast at the Annapolis Country Club on Tuesday, July 31. Jack Whittle is chairman of a committee which includes Robert Gruver, owner of the New Glen at Glenburnie, Md., and Myer Leventhal of the Lord Baltimore Theatre, Baltimore.

■

First Phila.-Made Cartoon

"Li'l Davy and Dan'l Coon," the first theatrical cartoon to be made in Philadelphia, is now showing at the Stanley Theatre there. "Davy" will be the first of a series to be made by the Philadelphia firm, Brian Cartoons, Inc.

■

Canada Film Board Moves

The transfer of approximately 400 employees of the National Film Board of Canada from Ottawa to the new studios and offices in Ville St. Laurent, suburb of Montreal, is nearing completion. The changeover started about three months ago. It had been expected that many employees would quit, but only about 25 refused to be transferred.

■

To Reopen Flood-Hit House

The Watertown Drive-In Theatre, Watertown, Conn., will be back in business soon. Fred Quatrano and John Sirica, veteran Connecticut theatre operators, are nearing completion of rebuilding operations at the drive-in, which was completely destroyed during the 1955 floods.

■

$100,000 Theatre Fire

The 700-seat Mikado Theatre, Manitowoc, Wis., suffered fire damage of $100,000. No decision to rebuild the theatre, co-owned by Francis M. Kadow and Robert Guiterman, has been made as yet.

■

Hartford Drive-Ins 'Scoped

The Blue Hills Drive-In, Bloomfield, Conn., has installed a CinemaScope screen measuring 122 feet wide. This is the last such installation to be made in metropolitan Hartford.

'Horizon' Pulls $1,600

A gross of $1,600 was recorded at the Trans-Lux Normandie Theatre here for the opening day of the revival engagement of Columbia's "Lost Horizon." This figure matched the opening day mark of the revival of "Camille," which established a house record.

At Senate Group Hearings

Cites Para. Case as Point Against Legislation of TV

By J. A. OTTEN

WASHINGTON, June 20.—Developments in the motion picture industry following the divorcement and divestiture ordered in the Paramount case provide a good argument against legislation to break up the current television network system, Congress was told today.

Joe Floyd, president of two South Dakota television stations, told the Senate Commerce Committee that when the major film producers lost theatre outlets as a result of the Paramount decree, they also lost the need to "program or furnish pictures day in and day out to the major theatres they formerly owned or were affiliated with."

Says Top-Budget Films Resulted

As a result, he said, they've cut back production, and "are only producing top budget pictures with no consideration of what the theatre operator can do or is doing to fill out a well-rounded program entertainment year. Neither are they developing new stars nor are they forced to keep under contract major talent to protect and assure theatre operators product and programming at a price they can afford."

Floyd said this should teach the committee that "networks must be assured a number of basic affiliated stations in larger markets so they can continue to assure coverage for their clients."

Floyd was one of a long string of NBC-affiliated operators to testify as the committee wound up its current hearings on tv network practices. The NBC affiliates unanimously defended the present network-affiliate set-up, including option time and other practices complained of by previous witnesses, and stoutly opposed any government legislation to change the current system. Their testimony brought from Sen. Pastore (D., R. I.) the statement that if the Bricker bill for network regulation came to a vote today, he'd oppose it.

Caustic Regarding Producers

Many of the NBC affiliates had bitter words for the tv film producers, accusing them of being interested only in placing more films on tv and not in the stations' welfare. Harold F. Gross, president of WJIM-TV in Lansing, said "the film companies do not offer an improved or superior service. Rather, they seek laws to substitute their entertainment ware for network programs during prime viewing hours covered by option time. They do not purport to provide a diversified program service which can meet all the varying needs of the viewing public."

Jack Harris, vice-president of KPRC-TV in Houston, said his problem was not getting more hours for films but getting first-rate films for the hours now available.

Harold Essex, vice-president of WSJS in Winston-Salem, argued that his station already carries most of the top-quality films offered it. "When the film producers have come up with good productions which are priced right, they have found customers," he insisted. He said that networks supply affiliated stations not only with entertainment programs but with news, sports, religious, educational, cultural and other necessary programs. "It would be foolhardy to jeopardize such a fine diversified service," he said.

Many other witnesses made similar arguments.

Sees Money the Prime Factor

Thomas P. Chisman, president of WVEC-TV in Hampton, Va., said that in all his negotiations with film companies "we have never found any of them interested in anything other than the amount of money they could get for their properties. There is a basic difference in the philosophy of film people and network people."

An attack on subscription television came from Joe H. Bryant, president of KCBD-TV in Lubbock, Tex. He declared that "to impose paid television upon our present system would destroy it and would amount to prostitution of a virgin industry."

Commerce committee officials said there might be hearings next week or the following week on other phases of its general television investigation.

Congress Votes FCC $7,828,000 for Year

From THE DAILY Bureau

WASHINGTON, June 20. — Congress today voted to give the Federal Communications Commission $7,828,000 of appropriations on which to operate in the year starting July 1.

This was the amount originally proposed by the Senate, and slightly above the $7,800,000 voted originally by the House. This year, the agency had $6,870,000, and had asked $7,850,000.

'Barefoot Contessa' In Plagiarism Suit

Mildred Cantor of New York, through her attorney Stanley J. Dorman has instituted an action in the N. Y. Supreme Court, against Joseph L. Mankiewicz and others, in which she alleges that the story and content of the picture "Barefoot Contessa" and written and directed by Mankiewicz, was plagiarized from her unpublished novel entitled "Dancing Cannibale." Mrs. Cantor is demanding $250,000 and an accounting of profits from the defendants.

PEOPLE

Phyllis Kirk, co-star of **Frank S atra's** Kent Production, "Johnny Co cho" will make a three week, seve city personal appearance tour in co nection with the western. The actr will fly to New York on July 9 begin the junket which will inclu appearances in Boston, Philadelphi Atlanta, Dallas, Houston and Chicag

¤

Nancy Hamburger has been nam magazine editor for NBC press a publicity. **Colleen Hoefer** has be appointed assistant magazine editor.

¤

Jim Dempsey, formerly connect with the Parkside, Starlite and Tel graph Drive-In theatres, Toledo, no operates three theatres, one hardto and two skytop in Danville, Ky.

¤

Mel Davis, for nine years hea booker at Republic Pictures, in Bo ton, has resigned to join Screen Gui Productions of New England as booker-salesman, working with th new branch manager **Lewis Ginsbur Tom Morton** remains at Republic a booker.

¤

Walter Kessler, manager of Loew Ohio, Columbus, was presented wit a plaque for master showmanshi from United Artists at a surpris party.

¤

Nat Wolf, former Warner Theatre Ohio zone manager, is in Mt. Sina Hospital, Cleveland, convalescin from surgery.

New Filmack Studio To Open Next Month

CHICAGO, June 20.—A new liv action studio for the production o filmed television commercials will b opened in Chicago next month by Filmack Studios, it was announced today by Irving Mack, president.

Mack said the studio would be outfitted with the most modern equipment available, including latest mode 35 mm Mitchell cameras and a complete assortment of Mole-Richardson lights. It will be able to handle almost any tv commercial job as well as a variety of industrial and educational film projects, he said.

Mack stated that the new studio is a step in a long range program of expansion of Filmack's tv division.

The new studio will be located in the Filmack Building. The structure will continue to house Filmack's animation, sound recording, film processing and editing, composing room, camera room, music library and film library facilities.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 79. NO. 121 NEW YORK, U.S.A., FRIDAY, JUNE 22, 1956 TEN CENTS

DITORIAL

oew's Decisions n TV Procedure

By Sherwin Kane

MGM's decision to retain copyright control of the valuable films in its library, while leasg them for television use through own organization, is the plan fared by the company's management om the outset.

More surprising were its concurnt decisions to enter television ogram production on a far more abitious scale than has engaged s attention and resources heretore, and to acquire television staons. The latter, even though ey may not be realized for some nsiderable time, really put Loew's to the television industry along, course, with all other companies cept Paramount and Universal, as now.

•

The entire program, it is said, presents management's thinking d planning, rather than the coun1 of financial interests associated ith the company. The latter, for e most part, favored acceptance the $50,000,000 offer for the film cklog made by Louis Chesler's dgeway Corp. The outright sale ould have been a capital gains al on which Loew's could net out $37,500,000.

Future earnings from rental of e backlog films to tv stations by e company will be subject to the gher corporate income taxes, turally. Nevertheless, over the ng haul, earnings from re-issue d remake rights, which Loew's tains under the course decided on, could outstrip by far the inme from any outright sale of the rary.

•

It is important to the industry, d especially to Loew's established stomers, that control of the telesion rights to its important backg be retained by the company. at way, it would appear, the exbitor stands the best chance of ceiving every possible trade conderation.

Mass. Minimum Wage Law Effective July 1

Special to THE DAILY

BOSTON, June 21. — A minimum wage increase from 75 cents to 90 cents per hour effective on July 1 was signed yesterday by State Commissioner of Labor and Industries Ernest A. Johnson. Three groups of workers under separate classifications, theatre ushers, caddies and pin boys will receive 80 cents per hour on July 1, while all other theatre help, including door men, cashiers, candy girls, etc., will be raised to 90 cents.

The present 75 cents general minimum in the amusement industry has been in effect only since April 1 under a bill passed by the legislature.

SummerHere; B'wy Healthy

The first day of summer was kind to at least two Broadway theatres yesterday when near records were set at the Paramount and Radio City Music Hall. Although rainy weather marred grosses in some houses, business was regarded as good.

The Music Hall was heading for a $24,000 take on the opening day of "The Eddie Duchin Story." By 5

(*Continued on page 4*)

FBI, Sargoy & Stein Recover 16mm. Prints

The recovery of 20 16mm. prints of feature pictures and one color cartoon was disclosed yesterday as a result of investigations by the Federal Bureau of Investigation and by

(*Continued on page 4*)

See Reelection of Montague as Head Of Rogers Hospital

Special to THE DAILY

SARANAC LAKE, N. Y., June 21. —Members of the board of directors of the Will Rogers Memorial Hospital and their guests, numbering about 60 in all, will arrive here tomorrow for their annual visit to the hospital, followed by the annual meeting of the board at Herman Robbins' Edgewater Hotel at nearby Schroon Lake on Saturday.



A. Montague

Abe Montague is expected to be reelected president of the hospital at the annual meeting, which will receive reports from the president, treasurer, medical director, research and clinical report, operations, and fund raising and public relations.

Finance and fund raising and ex-

(*Continued on page 4*)

2,500 Theatres Pledge Hospital Collections

"Rick" Ricketson, president of Fox-Intermountain Theatres, announced here that all his theatres would join in the growing list of theatres pledged to conduct audience collections during the week of July 16, to benefit the Will Rogers Memorial Hospital.

The national chairman of the Will

(*Continued on page 4*)

By MPAA Committees

Final Reports on B.O. Lift Projects Ready Next Week

The various sub-committees of the advertising and publicity directors committee of Motion Picture Association of America will meet early next week to finalize their reports on the progress which they are making on their individual plans to find ways and means to revitalize the box office.

According to Jerry Pickman, chairman of the MPAA advertising directors committee, a meeting of his full group will take place when the subcommittees notify him that they have completed their studies. It was indicated that the advertising-publicity directors committee will meet within two weeks.

Committees which will meet early

(*Continued on page 4*)

On Credit Plan

Survey Groups Hold Meet With Sales Managers

Discuss Costs & Methods Of Indianapolis Study

The sub-committee of the Motion Picture Association of America's sales manager's committee, headed by William C. Gehring, vice-president of 20th Century-Fox, met yesterday with representatives of various market research organizations to discuss the Indianapolis theatre credit card survey.

The meeting, which was held at the M-G-M home office, was to consider costs, methods, etc., of the proposed credit card study, which is

(*Continued on page 4*)

Para. Shifts Mideast Div.

Special to THE DAILY

PITTSBURGH, June 21. — Paramount will shift its Mideast division headquarters from Philadelphia to Pittsburgh on July 9, it was reported here today. Howard Minsky, division manager with headquarters in Philadelphia, will operate out of Pittsburgh, it was learned.

A general realignment of local and regional operations appears to be in the offing among major companies.

(*Continued on page 4*)

'Interdependence' Of Films Stressed By Eric Johnston

Special to THE DAILY

LONDON, June 21. — Eric Johnston, MPEA president, stressed the "interdependence of films" at a luncheon today honoring the editors of all London national newspapers.

The luncheon was described by observers as the most impressive turnout of the British press for a visiting

(*Continued on page 4*)

PERSONAL MENTION

FOSTER BLAKE, Universal Pictures Western sales manager, will return to New York tomorrow from Seattle.

•

MARTIN DAVIS, Allied Artists Eastern advertising-publicity manager, left here last night by plane for the Coast.

•

SIDNEY P. SOLOW, vice-president of Consolidated Film Industries, will leave Hollywood by plane today for New York.

•

MILTON GOTTLIEB, of C. & G. Film Effects, will leave here tomorrow for the Coast.

•

W. A. HARPER, producer, will leave here today for London via B.O.A.C.

•

BOB GOLDSTEIN, of Bob Goldstein Productions, Hollywood, is in Detroit from the Coast.

•

DAVE CANTOR, RKO Radio exploitation manager, returned to New York yesterday from Detroit.

•

HARRY GOLDSTEIN, of Allied Artists exploitation department, has left New York for Detroit and Cleveland.

SPG Here May Set Strike Assessment

The executive board of the Screen Publicists Guild (District 65) will ask the membership of the Guild, at next Wednesday evening's meeting here, to assess themselves in event of a strike which may be called over the labor contract dispute at Metro-Goldwyn-Mayer.

According to an SPG representative, the executive board will ask that the members' assessment should be equal to the amount received by each publicist in general increases at the other film companies here.

The contract negotiations between the SPG and M-G-M have been stalled over a number of provisions which the Guild desires in its contract—a contract which will be comparable to those in force at the other five companies where the Guild has collective bargaining agreements, it was said.

Sooners Meet July 17

TULSA, June 21.—First annual convention of United Theatre Owners of Oklahoma will be held at the Indian Hills Country Club here on July 17. A program of business and social events has been planned.

Iowa Town's Theatre Now a Civic Project

Special to THE DAILY

SWEA CITY, Ia., June 21. — When Milo Svendsen closed his theatre here a few weeks ago, the town was without a motion picture house. But the Commercial Club came to the rescue, took it over and will operate it as a town project. Local merchants have been asked to contribute to a fund. Tentative plans call for free courtesy shows on Wednesday nights.

Talk Plans for Sept. TOA Convention

Representatives of Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association and Popcorn and Concessions Association met again in TOA's New York office this week to further details of planning for business and social events that will be features of the forthcoming conventions of TOA-TESMA-PCA and TEDA and the motion picture industry's International Trade Show in September in New York.

The convention meetings of PCA will take place in part at the Hotel Statler, New York, with one meeting at the Coliseum. Those of the other organizations will be held at the New York Coliseum during the international trade show scheduled for Sept. 20-24.

Attending the session were Bert Nathan, PCA president; Johnny Chester, who will be TOA's page boy; Herman Levy, TOA general counsel; Lee Koken, RKO Theatres and PCA's general convention chairman; Tom Sullivan, PCA's executive vice-president; Merlin Lewis, TESMA's executive secretary; Lee Jones, Neumade Products, and TESMA's president; Phil Harling, Fabian Theatres and TOA's finance chairman, and Joe Alterman, TOA's assistant secretary.

20th Awards Contract For Coast Building

HOLLYWOOD, June 21.—A contract award for $440,000 for a structure designed for 20th Century-Fox's new 55mm. CinemaScope film production has been awarded to a consulting engineering firm, George J. Fosdyke, structural and civil engineers, of Los Angeles, who will design a new reviewing and sound dubbing building for the firm company there.

The 75 by 218 ft. two-story building will have a basement of 75 by 90 ft. One of its unique features is tilt-up panels of reinforced concrete 29 by 33 ft. Myers Bros., Los Angeles, California, is general contractor for the project.

NTFC Holds Last Meeting of Season

Sometimes niggling and often important, the minutiae of business between television film distributors and their customers in small, medium, and large markets were scrutinized at yesterday's luncheon meeting of the National Television Film Council, last of the season.

Complaints and differing versions of certain practices, and some well meant and candid advice were offered by Alfred M. Tauroney, sales manager of WCNY-TV, Watertown; Stuart T. Martin, general manager, WCAX-TV, Burlington, Vt., and Sam Cook Digges, general manager, WCBS-TV, New York.

Mel Gold in Chair

Mel Gold, who presided in the absence of president John Schneider at the Hotel Delmonico affiair, commented that in no instance is the term small market a disparagement.

He also announced a rise in yearly dues from $15 to $25, and that all-risk insurance now is available from member Jerry Cohen. The latter stressed in-studio coverage for everything but a baby born on the set.

Short Subject Slate Announced by RKO

RKO Radio Pictures has set up a releasing schedule for its recently announced program of short subjects for the 1956-57 season.

The new RKO Playhouse series of 12 diversified two-reel dramatic and musical subjects will be released one a month starting Aug. 24. Twelve RKO-Pathe Specials of documentary nature will be released one a month starting Sept. 7. The RKO-Pathe single-reel subjects, Sportscopes and Screenliners, will go on an alternate schedule every four weeks, the former starting Aug. 3, the latter Sept. 14.

The Walt Disney Classics, cartoon re-releases in color by Technicolor, start being released every three weeks on Aug. 3. The annual "Football Highlights," two-reeler, is set for Dec. 7, and the annual "Basketball Highlights," also two reels, next April 12.

In addition to these series and Sports Specials, two new color subjects for the Wildlife Album series will be announced in the near future.

Name IATSE Delegates

ALBANY, June 21.—At a meeting of District No. 10 "B" and "F" locals, IATSE, in the Sheraton-Ten Eyck Hotel, Jerry Tomasetta, of New York, and Bill Abramson, of Buffalo, were named delegates to the annual meeting of the parent international in Kansas City in August.

The district comprises New York State. Tomasetta is business agent of B-51 in New York City.

'Moby' in Two N.Y. Theatres on July 4; New Bedford Ready

The John Huston production of "Moby Dick," starring Gregory Peck as Captain Ahab, will have its New York premiere simultaneously at the Criterion and Sutton theatres on the morning of July 4, it was announced by Warner Bros.

Next Wednesday, a week before the two-theatre New York opening, "Moby Dick" will be given a gala three-theatre world premiere in New Bedford, Mass.

Excitement in New Bedford

Meanwhile, excitement in New Bedford is said to be at a high pitch in anticipation of the premiere.

A seven-mile-long parade to take place next Wednesday at 3 P.M. has just been extended several blocks by the addition of five more huge floats, making it the longest parade in the city's history. The entire city is draped in bunting and flags in honor of the premiere. New Bedford was chosen because the "Pequod," fictional vessel captained by Gregory Peck as Captain Ahab in "Moby Dick," sets out to hunt the white whale.

The actual premiere will have a Hollywood air, complete with lights, motion picture and tv cameras, photographers, red carpets, bands and a color guard. Temporary bleachers will be erected opposite the State Theatre, where Peck and director-producer-scriptwriter John Huston will be introduced to the crowd. Both men will appear on stage following lobby broadcasts.

Mich. Allied Board To Meet on July 19

DETROIT, June 21.—Allied Theatres of Michigan will hold the July meeting of the board of directors at the Midland Country Club, Midland, Mich., on July 19, instead of July 26, as had been previously announced.

As at all board meetings, members are invited to sit in on and observe all proceedings, which will also include golfing, swimming, and luncheon, to be followed by the meeting.

At the meeting all board members will give detailed reports.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
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in
"THE EDDY DUCHIN STORY"
In CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION

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'Cinerama Holiday' In First Chi. Year Drew Million Plus

Special to THE DAILY

CHICAGO, June 21.—More than a llion patrons flocked into the Pal- e Theatre here during the first year "Cinerama Holiday's" tenancy. ıe picture celebrated its first anni- rsary at the theatre on June 15. uring the two-year run of its prede- ssor, "This Is Cinerama," 1,552,- 0 patrons visited the theatre. It s been determined that 40 per cent the patrons who saw "Holiday" uring its year run here came from ichigan, Indiana, Iowa, Wisconsin d Illinois. The remaining 60 per nt came from Chicago.

80 Employees Kept Busy

Douglas Helgeson, managing di- ctor, handles a full-time corps of employees, including a special oup sales department. A great sec- on of the Palace patrons comprise hool children, Boy Scouts and Girl couts, children from parochial hools and churches of all denomina- ons. Forty-five special "Cinerama urs" have been developed in co- peration with 12 different railways hich have service into the city. A etwork of 59 ticket agencies has een developed by Helgeson through- ıt the Middle West, and 16 theatres three states cooperate by selling inerama tickets through their own ox-offices. The Palace, as has been ıe custom in the past, marked its niversary with a special free per- rmance for 1,500 children from hicago's orphanages.

Producers Guild Sets Committee Chairmen

HOLLYWOOD, June 21.—Samuel . Engel, president of the Screen roducers Guild, has set thirteen ommittee chairmen to serve during ıe coming year on various SPG rojects and affiliations.

Appointed by Engle were: Chair- ıan of the Milestone Award commit- ee, Carey Wilson; SPG representa- ve on Motion Picture Relief Fund xecutive committee, Frank McCar- y; chairman of Aims and Objectives ommittee, Frank Rosenberg; mem- ership committee, Lou Edelman; ublic relations committee, Harriet arsons; chairman of negotiating ommittee, Sam Briskin; finance com- ittee, Jerry Bresler; editor of SPG ournal, Jud Kinberg; delegates to IPIC, Engel, Jerry Wald and Julian laustein.

Also SPG representatives to cademy of Motion Picture Arts & ciences, Engel and Sol C. Siegel; ditor of SPG Newsletter, William H. Wright; SPG delegate to board of irectors of Permanent Charities ommittee, Lawrence Weingarten.

Engel will head a new committee o spearhead construction of a per- ıanent SPG headquarters.

By Ministry of Commerce

Future of France's National Film Centre to Be Probed

By HENRY KAHN

PARIS, June 18 (By Air Mail).—A special committee has been set up by the French Ministry of Commerce to examine the future of the National Film Centre. This government organization was formed 10 years ago and its aim then was the control of the film industry.

When it was founded, the Centre's operations were vital. It distributed stock and other essentials in short supply. Since then it has become a kind of statistical office, censor and distributor of aid funds. Attached to the Ministry of Commerce, it negotiates foreign agreements, co-productions, etc.

Three Years of Unpopularity

Over the past three years the industry has called for its suppression. Producers, distributors and exhibitors want the same kind of freedom as is enjoyed by other industries; that is, they want direct contact with the government through the Ministry of Commerce. French films do not need a nursemaid or governess, producers and exhibitors say.

It now looks as if the Ministry is prepared to reconsider the position of the Centre. The statistical work of the Centre is too vital for the machine to be taken apart, however. That is admitted by all. On the other hand some far reaching changes are expected.

Whole Industry Represented

The committee comprises personalities from all sections of the industry, including members of the film committee of the National Assembly. This bureau understands that the real aim is to liberalize the Centre so that it serves the industry instead of controlling it. How this might effect foreign relations is not certain. It may have repercussions but it is too early to say what they will be.

Flax to Mark 45 Years in Industry

From THE DAILY Bureau

WASHINGTON, June 21.—Jake Flax, manager of the Republic Pictures exchange here and dean of Washington's film row, will celebrate 45 years in the motion picture industry on Sunday. Flax started work in the industry in 1911 as a stenographer for General Film Co.

ACLU Asks Pay-TV Trial With Safeguard

Subscription television should be given a fair trial, provided important safeguards are included to guarantee diversity in programming, Patrick Murphy Malin, executive director of the American Civil Liberties Union, told the Senate Interstate and Foreign Commerce Committee in a memorandum filed in Washington.

Malin, on behalf of the ACLU suggested that there be no sponsors of toll-tv; that pay-tv should not be allowed in any city unless there are at least two other free channels broadcasting; that the experiment should be limited in time, whatever period is agreed on; and toll-tv programmers must give ample guarantee that the program content will add something not now available, if asked by the Federal Communications Commission.

Sees Safeguards Lacking

The ACLU said that present pay-as-you-see-tv plans do not provide such safeguards, but it "would approve of the medium on an experimental basis if these safeguards are adopted, together with any others that might seem appropriate in the public interest, as the public hearings may develop."

The group's statement, the first announcement of the ACLU stand after two years of organizational discussion, said that it believes that despite imperfections of the system, toll-tv should receive a trial, provided those important safeguards are included, and summarized the civil liberties group's interest in diversity, as an extension of free speech.

Buy 'Thieves Market'

Gregory Peck and Sy Bartlett, partners in Melville Productions, announced purchase of "Thieves Market," original drama by Liam O'Brien and Vincent Evans. Peck will star in the initial Melville presentation for United Artists release.

Newsreel Editors Cited by Treasury

The U. S. Treasury Savings Bonds Division honored the five newsreel editors at a luncheon at the Harvard Club on Wednesday. John R. Buckley, national director of the savings bonds program, presented an engraved medallion to each of the newsreel editors in appreciation for 15 years of cooperation with the Treasury Department's Savings Bonds campaigns.

Those honored were Walton C. Ament, Warner Pathe News; Michael D. Clofine, M-G-M News of the Day; Tom Mead, Universal Newsreel; A. J. Richard, Paramount News, and Edmund Reek, Fox Movietone News.

Others attending the luncheon were: Ralph D. Hetzel, vice-president of the Motion Picture Association; Jack Haney, Fox Movietone News; Jacob Mogelever, Arden Bucholz and Taylor Mills of the Motion Picture Association.

To Feel Pulse

'Hit the Road,' Sidney Advises FilmProducers

People in the production end of motion pictures should get out into the field and meet with theatremen to "see what goes on in our industry," George Sidney, director of Columbia Pictures' "The Eddy Duchin Story," said here yesterday.



George Sidney

Sidney, who left New York last night for Chicago to scout locations for his next Columbia film, was highly in favor of producers, directors and other top production people going directly out on the road.

Cites Diversity of Viewpoints

"In every section of the country there are different problems and different things taking place, and getting to know these situations is a plus factor which will help merchandise and promote product," the film director said. Sidney, who also is president of the Screen Directors Guild, additionally pointed out that travel broadens one's knowledge and helps keep a finger on the public's taste in entertainment.

The independent producer-director said that his next production, "Pal Joey," will be made in conjunction with Columbia, his own company, and actor Frank Sinatra's own company. Sidney said that "Pal Joey" will go before the CinemaScope and color by Technicolor cameras in January.

Would Sponsor Academy TV

Sidney, commenting on the telecasting of the Academy Awards, in reply to a question concerning sponsorship, stated that "it is logical for the motion picture industry to sponsor the show. The Oldsmobile commercials are all very good and sanitary, but the show should be sponsored by ourselves." Speaking as an individual and not as president of the SDG, Sidney said that this viewpoint is shared by many in Hollywood.

Senate Unit OK's Craven

WASHINGTON, June 21. — The Senate Commerce Committee today favorably reported the nomination of T. A. M. Craven to be a member of the Federal Communications Commission. He was named for a seven-year term starting July 1.

Action by the Senate itself is still needed.

Montague

(*Continued from page 1*)

ecutive committees will be appointed for the ensuing year, with S. H. Fabian, treasurer, or his alternate, Sam Rosen, making the financial report, and Eugene Picker and Ned Shugrue the report on fund-raising activities. Fund-raising projects include the Christmas Salute, audience collections and special solicitations.

Will Be Robbins' Guests

The visitors will have breakfast and lunch at the hospital tomorrow, will make inspection and patients' visits and will hear reports from hospital officials. Thereafter they will be guests of the Robbins family at Schroon Lake from tomorrow evening until Sunday afternoon, when they return to New York.

2,500 Theatres

(*Continued from page 1*)

Rogers audience collection campaign, S. H. Fabian, stated that "we now have approximately 2,500 theatres pledged to give their fullest support to the drive. This includes 92 circuits already registered, and more theatres are coming in daily. Practically all will collect for at least a split week, and many are doing it for two weekends, or a full week. Our goal is still 5,000 theatres, and a half-million dollars."

FBI, Sargoy, Stein

(*Continued from page 1*)

Sargoy & Stein in the Waterbury, Conn., area. Based on information furnished by Sargoy & Stein, special counsel for major distributors in copyright matters, investigation by the F. B. I. resulted in the recovery by it of prints of eight Loew's features from a camera store, a physician and other individuals in Waterbury. The prints have been turned over to Sargoy & Stein for delivery to Loew's.

In addition, Sargoy & Stein recovered from a pawnbroker in Waterbury, with whom the prints had been pledged, six more 16mm. features and a color cartoon of Loew's, four 16mm. features of Warner Bros. and two 16mm. features of Columbia Pictures. The films are all now being returned to their distributor clients.

Included among the features were "State of the Union," "Bride Goes Wild," "Three Daring Daughters," "High Wall," "B. F.'s Daughter," "Big City," "Song of Love," "If Winter Comes," "Cass Timberlane," "Romance of Rosy Ridge," "Green Dolphin Street," "Beginning or the End," "Arnello Affair," "Theatre of Life," "Johnny Belinda," "Treasure of Sierra Madre," "The Unsuspected," "Escape Me Never," "Mating of Millie" and "Crime Doctor's Gamble."

Halloran Resigns

Gordon F. Halloran, manager of 20th Century-Fox's St. Louis exchange, has resigned from the company, effective immediately, the home office disclosed.

At Suggestion of NARTB

Film Producers, Handlers Get Bid from TV Code Board

From THE DAILY Bureau

WASHINGTON, June 21.—The television board of the National Association of Radio and Television Broadcasters today voted to permit television film producers and distributors to affiliate with the Television Code which has been officially adopted by the television industry.

This was earlier recommended by the NARTB's Television Code review board. Under the tv board's decision today, the tv code would be amended to make producers and distributors of filmed television programs eligible to be affiliate subscribers to the industry's code.

As such, they would be able to show the code seal on their programs and announce that the programs were made in accord with code standards. They would also have more voice in fixing code standards and could work more closely with code authorities during the making of their programs.

The board also gave the code review board authority to revoke or suspend an affiliate membership if it felt that the member's programs contained "gross or wilfull" violations of the code.

The code review board will contact tv film producers and distributors and inform them of the possibilities of code affiliation.

In another action, the tv board voted to tighten code limits on the amount of advertising permissible during the course of programs for the various time periods.

'Salt' Producer in Suit Vs. Industry

Virtually the whole industry was sued in New York Federal Court yesterday by the makers of "Salt of the Earth." They claim a boycott, ask an injunction, and demand in damages $7,500,000.

They are Independent Productions Corporation, and IPC Distributors, Inc., producer and distributor. The people and companies named as defendants range from Loew's, Inc., to General Precision, and from Howard Hughes down to "John Does." These include 62 companies which produce, process, distribute, and exhibit; two trade associations (MPAA and AMPP); and 16 individuals, such as IATSE president Richard Walsh.

Charge Conspiracy

They allege the conspiracy about which they complain derives from their usage of writer Michael Wilson, director Herbert Biberman, and producer Paul Jarrico, who were uncooperative with the House Un-American Activities Committee and since then have reportedly been unable to find work in major studios.

Simon Lazarus of Los Angeles owns, wholly, Independent Productions Corp.

Broadway Healthy

(*Continued from page 1*)

o'clock the box-office had topped the opening days of "Mr. Roberts" and "Picnic," both high on the Hall's top grossers, it was reported.

With Bob Hope on stage at the Paramount on Wednesday, in connection with "That Certain Feeling," the theatre took in $16,000 for a near record. It was estimated that the two-day gross would hit $24,500.

The Capitol with "Trapeze" continued strong and indications are that the picture will stay there for the rest of the summer.

'Interdependence'

(*Continued from page 1*)

American on record in recent times.

"It is the hope of our industry," Johnston said, "that there will always be a strong and prospering British film industry.

"This is in our economic self-interest just as it is in yours. In Britain you have long recognized that economic isolation or nationalism is not in your best interest—a policy of economic expansion is.

"This policy," Johnston told the group, "is as applicable to films as to all other products and economic endeavors. The more we all adopt expansionist measures the more we shall assure our future."

Paramount Shifts

(*Continued from page 1*)

M-G-M this week combined its Omaha and Des Moines sales territories, centering its operations in the latter city. Paramount previously has announced that it was turning its shipping and inspection in Oklahoma City over to the private concern.

For the last several weeks there have been unconfirmed reports that one major company planned to suspend five or six of its exchanges. RKO has shifted a large amount of its bookkeeping work at the New Haven branch to New York.

'Trapeze' in Chicago Sets 3 House Marks

Hecht and Lancaster's "Trapeze," in racking up $53,600 in its first week at the United Artists Theatre, Chicago, established the largest opening-week gross in the history of that house, it was announced here yesterday by United Artists, distributors.

In registering the new weekly record, said UA, the film also hung up all-time opening-day and weekend marks.

Survey Groups

(*Continued from page 1*)

said will cost between $8,000 to $25,000.

According to a sub-committee member, no market research company has been selected. The sub-committee will name one company shortly, it was said, following a study of each organization's qualifications.

The survey of the public reaction's to the theatre credit card plan would encompass between one to two per cent of the 560,000 persons who are served by the 62 theatres in the Indianapolis-Marion County area.

Yesterday's meeting was held in the offices of Charles Reagan, vice-president in charge of distribution for M-G-M. Also in attendance were A. Montague, vice-president and general sales manager for Columbia Pictures, and Ed Cooper of MPAA's Washington office, it was said.

Spoke With Several Firms

It is understood that the MPAA sub-committee met with representatives of five or six market research firms, among them being Sindlinger & Company, Alfred J. Politz, and Benson & Benson.

Gehring, earlier this week, said that exhibitors in Indianapolis are "favorable" to the credit card plan. He said that the survey is expected to be launched within four to six weeks, with the credit plan slated to be put into effect within two to three months.

MPAA Reports

(*Continued from page 1*)

next week include the sub-committee headed by Alfred Tamarin, assistant national director of United Artists advertising, publicity and exploitation. Tamarin's group is charged with studying a proposal which concerns itself with merchandising aspects. Other sub-committees are charged with investigating all aspects of research and survey, the Hollywood press symposium, field tours by company presidents and advertising campaigns.

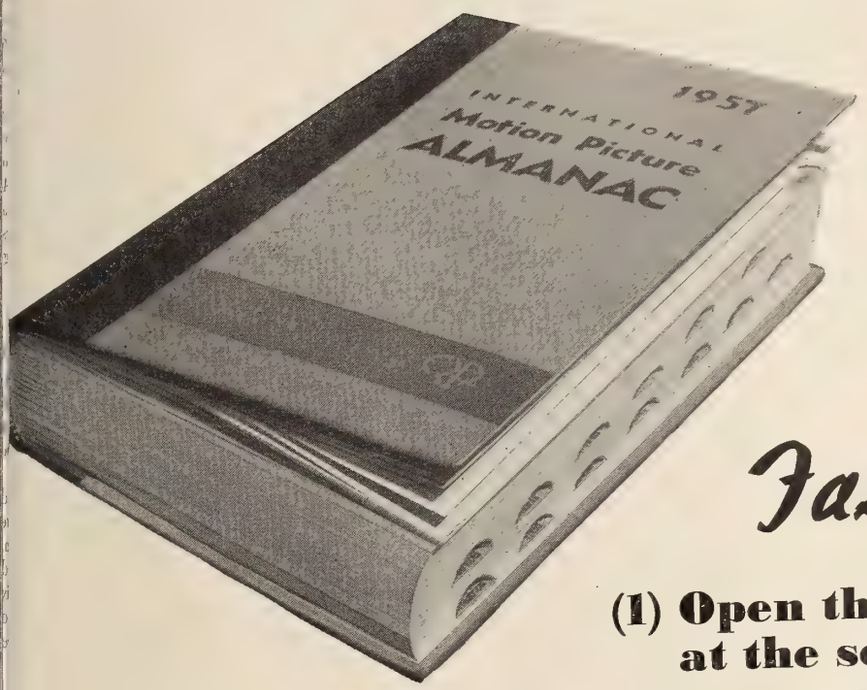
It is understood that Tamarin's group will meet on Monday to finalize its study on the merchandising of motion pictures. This sub-committee was the one which met with president Spyros P. Skouras of 20th Century-Fox, who expounded on some of his ideas on product merchandising.

G. A. Smight Sues National Theatres

LOS ANGELES, June 21.—George A. Smight, formerly Paramount Western division sales manager, has filed a Superior Court suit against National Theatres for services rendered in connection with NT's purchase of the Joe Lawrence circuit in the Salt Lake territory. The suit asserts NT's John Bertero told Smith NT would not be interested in his services following his retirement from Paramount in March, 1955, in connection with expansion plans.

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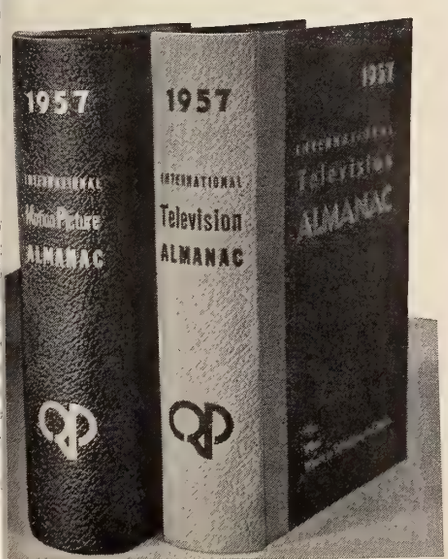


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. . . NEWS ROUNDUP

Ritz Bros., AA in Deal

The Ritz Brothers, under an agreement pending with Steve Broidy, may make two major musical productions for Allied Artists this coming season.

■

Darien, Ga., House Shuts

The Darien Theatre, Darien, Ga., the only film house in McIntosh County, has closed down, blaming television. The Bijou Theatre, Brunswick, Ga., which has shown films continuously for 35 years, is now operating only on week-ends, a policy started June 18.

■

Clark Signs Four More

Clark Theatre Service, Detroit, has signed four new contracts, taking over booking for The Ottawa Drive-In, Spring Lake, operated by Spring Haven Drive-In Theatre Corp.; Vassar Theatre, Vassar, run by Harry and Stanley Smith; Brown City Theatre, Brown City, run by Stanley Janis, and the Our Theatre Quincey, under operation of veteran Michigan showman Homer Cox.

■

3 Schine Units 'Vacation'

The Schine circuit, Albany, N. Y., has closed the Avon in Watertown for the first three weeks in June, and three other theatres, the Hippodrome, Gloversville; Strand, Hudson Falls, and Palace, Oneonta, for the summer months. The circuit's other Watertown first-run, the Olympic, will remain open.

■

Strike in Mexico Averted

The halting of regular production of 16mm. pictures in Mexico City was averted when producers accepted their unionists' demands at the last minute, before a strike was to have started. The peace pact features a 25 per cent pay hike, profit sharing on a sliding scale, depending on how good or bad business is, and some other expensive economic allowances. The principal 16mm. producers are Laboratorios Mexico and Cinelaboratorios.

■

Closing Threat Pays Off

Threat of curtailment of operations by the Markey Theatre to three days a week because of the 3 per cent admissions tax caused Jackson City, O., councilmen to order preparation of legislation for repeal of the tax. Last year, the tax, which has been in effect for the past decade, enriched the city treasury by $2,700, principally on tickets sold at the Markey.

Honoring Yesteryear's Stars

Cavalcade of Film Classics Tomorrow in Westhampton

Special to THE DAILY

WESTHAMPTON, L. I., June 21.—Stars old and new will gather here over the weekend for the Cavalcade of Film Classics, one of the inaugural projects of the recently-formed Hall of Fame Committee whose purpose is to establish a long-awaited institute commemorating the historical development of the motion picture industry. The program of showings of classics of the screen will be climaxed by a gala ball at the Bath and Tennis Club of Westhampton tomorrow night, at which time the first five personalities chosen by a national poll of 500 motion picture editors and critics for the Hall of Fame will be announced.

Many Stars to Attend

Among the personalities of yesteryear set to attend the festival and ball are Richard Barthelmess, Clara Kimball Young, Nita Naldi, Francis X. Bushman, Nancy Carroll, Leatrice Joy, Carmel Myers, Ruth Taylor, Arthur Treacher, Hope Hampton and Lois Wilson.

Current screen notables attending will be Cliff Robertson, Arlene Dahl, Fernando Lamas, Rise Stevens, Don Murray, Celeste Holm and Martine Carol.

Film classics were shown at the Westhampton Theatre yesterday and will continue through tomorrow. These include: Joan Crawford in "Our Dancing Daughters," William S. Hart in "The Fugitive," Mabel Normand in "Mabel's Dramatic Lesson," Nazimova in "Salome," Mary Pickford in "Little Lord Fauntleroy," Garbo, Crawford and the Barrymores in "Grand Hotel," Valentino in "Four Horsemen of the Apocalypse" and Katharine Hepburn in "Alice Adams."

Entire proceeds for theatre programs and the ball will go to benefit the Motion Picture Hall of Fame.

Hersholt Was Chairman

The late Jean Hersholt was honorary chairman of the Motion Picture Executive Committee which consists of George Murphy, executive chairman; Richard Barthelmess, Charles Brackett, Irene Dunne, Burt Lancaster, Frances Marion, Mary Pickford, Ginger Rogers, Rosalind Russell and James Stewart. Earl Blackwell is chairman of the New York Committee.

Bower Named N.Y. V.C. Property Master

William Bower of W. J. German, Inc., has been appointed temporary property master of Variety Club Tent No. 35, it was announced yesterday at the tent's final membership meeting of the season at Toots Shor's Restaurant here by chief barker Harold J. Klein. Bower succeeds William Westphal as property master due to the latter's leaving the industry.

The luncheon meeting also honored the wives of the crew members, who helped make the 1956 International Variety Club convention a success. The women were presented with bottles of toilet water and solid gold "heart" chains.

Tent No. 35 also raffled off its Epilepsy Foundation prizes, a Ford Thunderbird, which was won by Mrs. Estelle German, and a luggage seat, which was won by a Miss Gladys J. Goldstein.

Seated on the luncheon dais were Edward Fabian, Larry Morris, Mr. and Mrs. Martin Levine, Klien, Mr. and Mrs. Burton Robbins, Jack Hoffberg and Jerry Sager.

Salesladies in Cleve.

CLEVELAND, June 21.—RKO's four traveling starlets who are crossing the country to promote "The First Traveling Saleslady" will arrive here tomorrow on the mid-way point of their trans-continental tour in behalf of the film.

Hartford 'Times' Reprints Compo Ad

The list of summer releases by the major studios contained in a recent Compo ad in "Editor & Publisher" under the caption "For The Best In Entertainment, It Is The Movie Theatre," was printed in full in the Hartford "Times" on Monday. Allen M. Widem, "Times" theatre editor, used the list as the basis for his daily column under the caption "It's Summertime . . . and the Viewin' Is Easy!"

"Amidst the traditional summertime flurry of activity, attributable to leisure hours," wrote Widem, "let's not overlook motion pictures! Connecticut theatres this season will be offering some of 1956's best entertainment.

"Compo," he continued, "has announced summer releases and adds the thought: 'These films show conclusively that it is in the air-cooled movie theatre that the real entertainment story is found."

New O.C. Inspection Building Planned

OKLAHOMA CITY, June 21.—The Oklahoma City Shipping and Inspection Bureau has outgrown its present quarters and plans are under way for the construction of a new building.

The bureau handles inspection and shipping for Republic, United Artists, Screen Guild and Buena Vista and recently acquired the work of Paramount.

PEOPLE

J. Raymond Bell, public relati executive for Columbia Pictures, been elected president of the N York Chapter of the Public Relati Society of America. He, thus, comes the only person in this nati wide organization to have been pr dent of two separate chapters, hav headed the Washington unit seve year ago. In addition to his n office Bell was also elected a mem of the national board of directors the Society.

¤

Gene Buck has been re-elec president of the Catholic Actors Gu of America here. The newly elec vice-presidents are **Gene Lockh** and **William Gaxton.**

¤

Curley Burns, booker for Columl Pictures in Atlanta, has been p moted to sales representative.

¤

Maurice Jackson Samuels has join Associated Screen News Limited A.S.N.'s Toronto region camerama

¤

Joe Murphy has resigned his sal post at Paramount's Minneapo branch.

¤

Bill and **Sidney Volk** are celebra ing their eighth anniversary at t Terrace Theatre, Robbinsdale, Min

¤

L. E. Jorgensen, manager of t Regale Theatre, Salem, S. D., h leased the Capitol at Parker, S. D and will reopen it shortly.

Fox Launches 8,000 'King' Radio Spots

More than 8,000 radio spot a nouncements on Rodgers & Hamme stein's "The King and I" in Cinem Scope 55 will be programmed natio ally and at the local level in scores key cities during the next two week in the largest film advertising can paign utilizing that media, accordin to 20th-Fox.

Capitalizing on the home and out of-home audience of network and lo cal radio in today's market, th campaign is designed to gain blanke penetration for all playdates of th musical drama with saturation drive at the point-of-sale supplementin national advertising.

The campaign kick-off tomorrow i New York, Los Angeles, San Fran cisco, Seattle, Portland, Denver an other markets will herald opening of the Darryl F. Zanuck presentatio June 28, 29 and scores of Fourth o July engagements. The attractio will be jointly world premiered nex Thursday evening at the Roxy, Ne York, and Chinese, Los Angeles.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 79. NO. 122 | NEW YORK, U. S. A., MONDAY, JUNE 25, 1956 | TEN CENTS

ontague Heard

Report Rogers Hospital Sound Financially

lans for Even Greater ervice Told Directors

Special to THE DAILY

SCHROON LAKE, N. Y., June 24.— ns for keeping the Will Rogers emorial Hospital at Saranac Lake an ever-ascending spiral of success d ways and means of channeling nds to keep it in operation were esented to the officers and board of ectors here yesterday. The direc- s, officers, press representatives re the guests of Herman Robbins d his sons at their Edgewater Motel re where the meeting was held, fol- ving an inspection tour of the hos- al.

In his president's report, A. Mon-

(*Continued on page* 5)

Continued Industry Aid to Will Rogers Hospital Is Pledged

By MARTIN QUIGLEY, JR.

SARANAC LAKE, N. Y., June 24.— ne cure rate for patients at the Will gers Memorial Hospital here rose 92 per cent in the seven years ce it came under the custody of e motion picture industry, Abe ontague, president, told members the board, their guests, patients d staff members at an annual vis- rs' luncheon here on Friday.

More recently, the cure rate rose

(*Continued on page* 5)

House Group Starting New TV Investigation

From THE DAILY Bureau

WASHINGTON, June 24 — A ouse Judiciary Subcommittee will rt still another Congressional in- stigation of television this week.

Chairman Celler (D., N. Y.) said e subcommittee would start hear- gs on Wednesday on "anti-trust and onopoly problems in the television

(*Continued on page* 4)

Warner Stock Deal Chilled

Reports that the deal by which Serge Semenenko, senior vice-president of the First National Bank of Boston, and associates would acquire the controlling stock interest in Warner Bros. Pictures from the Brothers Warner will not be consummated, circulated widely in the industry at the weekend. Efforts to reach the principals for comment were unsuccessful.

The reports were that with S. H. Fabian, head of Stanley Warner

(*Continued on page* 2)

Exhibitors Challenge Mass. Wage Law

Special to THE DAILY

BOSTON, June 24.—Allied Theatres of New England is challenging the amusement and recreation minimum wage order that was passed on Wednesday, increasing the minimum wage from 75 to 90 cents per hour which affects cashiers, doormen, assistant managers and ushers, although

(*Continued on page* 4)

Leo Salkin Heads UPA London Firm

HOLLYWOOD, June 24.—Stephen Bosustow, president of United Productions of America, on Friday announced the appointment of Leo Salkin, production veteran, as managing director of UPA Pictures, Ltd., in London.

Time Element Appears Fatal

Chances of Tax Relief For '56 Virtually Nil

Key Congressional Figures Hold Out No Hope of Success Before Next Session

By J. A. OTTEN

WASHINGTON, June 24.—The outlook for admissions tax relief this session of Congress is now very dim.

This is the off-the-record, private admission of key members of the House Ways and Means Committee. At the same time, they hasten to add they think the chances of tax relief next year are quite good, due to the advance spadework being done this year.

The situation still could change suddenly this year, but right now it seems unlikely. The present dim outlook is a product of several factors: the lateness of the session, with time rapidly running out on any possibility of moving controversial legislation such as admissions tax relief; the continued opposition of the Administration to any major tax reduction; and the slowness with which the House Ways

(*Continued on page* 11)

Fox-Selznick Deal Is Set

David O. Selznick's forthcoming production of Ernest Hemingway's "A Farewell to Arms" will be distributed throughout the world by 20th Century-Fox. Arrangements were completed at the weekend.

The multi-million dollar film is to be produced independently and entirely autonomously by the Selznick Company, Inc., with which contracts have been signed calling for the picture to be made in CinemaScope and in DeLuxe color starting between January and March, 1957. The contracts with the Selznick Company also call for the re-release in the United States, Canada and Australia, and in certain other territories, of two Selznick pictures, "Rebecca" and "The Third Man." Both of these will be re-released in the United States and

(*Continued on page* 5)

RKO to Distribute 12 Galahad Films To Be Made in N. Y.

Daniel T. O'Shea, president of RKO Radio Pictures, announced Friday the signing of a contract with Galahad Productions, Inc., for the release of four pictures annually during the next three years. Galahad Productions is headed by Himan Brown, TV-radio producer and president of the recently-finished Production Center, Inc., in

(*Continued on page* 4)

Johnston Says US Market Open to All

From THE DAILY Bureau

LONDON, June 24.—The American market is wide open for anyone who bothers to understand, exploit and sell motion pictures, Eric Johnston, president of the Motion Picture Export Association, declared at a luncheon meeting held in his honor by four British trade associations —

(*Continued on page* 11)

Television Today

IN THIS ISSUE **PAGE 7**

► **Spotlighting the news in Television Today: a Senate Commerce Committee report and the possibilities of an FCC deintermixture order.**

► **Passing in Review—The week's highlights in shows.**

► **Who's Where—The men promoted in the week.**

PERSONAL MENTION

DON McELWAINE, head of Ettinger Company's new motion picture promotion department, has arrived here from the Coast.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has arrived in Detroit from New York.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, left New York yesterday for Denver and key cities on the West Coast.

•

MERVYN LEROY has arrived in New York from Hollywood.

•

COMMDR. ANTHONY KIMMINS, director, returned to London from New York on Saturday via B.O.A.C.

•

SAM KRESS, head of the M-G-M studio wardrobe department, is in New York from the Coast.

•

BOB RICH, Associated Artists Productions general sales manager, has left New York for Dallas.

•

IRENE KAPLAN, of the Paramount publicity department, was married yesterday at the Elsmere, Bronx, to ALLEN GOLDSTEIN.

•

GARNET CARROLL, Australian exhibitor, left here yesterday for London via B.O.A.C.

•

RALPH PIELOW, M-G-M manager in Pittsburgh, has returned there from New York.

Warner Deal

(*Continued from page* 1)

Theatres, unable to work out arrangements which would permit him to head the new Warner Bros. management without opposition from the Department of Justice, other principals had decided against going ahead with the deal which called for the purchase of approximately 800,000 shares of Warner Bros. stock at $27.50 per share.

Another phase of the report was that Jack L. Warner would become president of the company, succeeding his brother H. M., who is said to desire a less active role in the company than he has had heretofore.

O'Neil Heads Campaign

Thomas F. O'Neil, chairman of the board and president of RKO Teleradio Pictures, Inc., has accepted the national chairmanship of the Pope Pius XII library campaign at St. Louis University.

7 Distributors Win Kentucky Copyright Case; Collect $6,000

Special to THE DAILY

LEXINGTON, Ky., June 24—Seven judgments in as many copyright infringement actions brought by distributors were signed by U. S. Judge H. Church Ford in Federal Court here, awarding to the plaintiffs aggregate damages of $6,000 and costs. The respective actions were brought in behalf of Warner Bros., Universal, RKO, United Artists, 20th Century-Fox, Paramount and Columbia, against exhibitors Joe Marshall and Charles W. Caldwell, Jr., individually and as co-partners.

Two in Danville

Involved were the Starlite Drive-In Theatre and Town Theatre in Danville, Ky. The judgments signed by Judge Ford upon consent of counsel for the exhibitor defendants recite that the "defendants having exhibited certain motion pictures of the plaintiffs at places or at additional times not included in the specific places and times of exhibition in the licenses granted by the plaintiffs to defendants under the copyrights of the motion pictures, the plaintiff should be compensated for such other exhibitions not included in the exhibition licenses, and the court accordingly adjudged that the respective plaintiffs recover from the defendants various specified amounts aggregating $6,000 and the costs of the plaintiffs."

Attorneys Paid $6,000

The $6,000 has been paid to Bullitt, Dawson & Tarrant, of Louisville, as attorneys for the distributors, who thereupon agreed that the judgments of their clients might be marked as satisfied. Sargoy & Stein of New York, counsel nationally for the distributors in copyright infringement matters involving unauthorized exhibitions, were of counsel for the distributors in the suits.

Martin and Lewis To Host Governors

ATLANTIC CITY, N. J., June 24.—Dean Martin and Jerry Lewis arrived here over the weekend from Hollywood to play host to the governors of the 48 states, Alaska, Guam, Hawaii, Puerto Rico and the Virgin Islands at a special preview showing tomorrow evening of "Pardners," the comedy team's newest Paramount picture. The occasion will be the annual governor's convention here this week.

The Warner Theatre, on the boardwalk of this resort city, has been chosen for the preview. Managed by Al Morgan, the Warner has made extensive preparations for welcoming the governors.

Todd-AO 12-Minute Subject Excellent

"The Miracle of Todd-AO," a 12-minute short produced by Todd-AO, Inc., for Magna Theatres, is a collection of breathtaking film vignettes in which the well-known qualities of the process are highlighted to maximum advantage. The sense of audience participation, the wide-angle lens, handsome color, stereophonic sound and startling intimacy of the over-all effect are showcased interestingly, and at times, thrillingly.

First off comes a roller coaster ride at a seashore amusement park with the sense of actual participation almost harrowingly authentic. The sound track reproduces the screams of thrill-seekers, and this was to some degree duplicated by certain of the younger elment in the afternoon audience at the Rivoli theatre on Broadway, where the short is being shown just prior to the run of "Oklahoma!"

After the audience had quieted down from the effects of its "ride," it was swept into a plane and shot high over Yellowstone National Park, in its blanket of winter snow. The plane, in which the audience actually feels it is riding, dips low, soars high, sweeps down for hauntingly lovely vistas of the valleys and canyons.

Sun Valley Included

Next the viewer is transported to Sun Valley and a thrilling ski sequence in which "fellow skiers" are followed down slopes, through woods and end up shooting off into a tree-infested incline.

Last but certainly not least by any count is the trail of a San Francisco motorcycle cop, which is picked up as he courses at breakneck speed over Frisco's surrounding highways. The cop gradually moves into town, the streets grow more crowded, but the pace doesn't slacken, ending up crashing into a vehicle that crosses the camera's path at an intersection—and a realistic crash it is.

Not only is this short an interesting accompanying hors d'oeuvre for the main event "Oklahoma!" but in its own right, it is a small slice of top entertainment.

—*Lawrence J. Quirk*

Peck, Huston Open 'Dick' Festival Today

NEW BEDFORD, Mass., June 24.—This community's "Moby Dick" Festival will open here tomorrow with the arrival of Gregory Peck and John Huston, star and producer-director, respectively, of the film version of the Herman Melville novel.

The three-day festival will culminate on Wednesday with the simultaneous, three-theatre world premiere of the picture at the State, Empire and New Bedford theatres. Peck and Huston will make personal appearances at each of the houses.

Fund for Republic Issues Report on 'Blacklisting'

A report on blacklisting in the tion picture and radio-television dustries, begun almost a year go special project of the Fund for Republic, Inc., was released over weekend for publication today. report, in two printed volumes of 300 pages each, in general says some accused Communists have s confessed Communists have found scarce since the House Un-Amer Activities Committee hearings in 1 But it draws no conclusions from one way or the other.

The report was prepared by Cogley. A foreword signed by G. Hoffman, chairman of the boar the Fund for the Republic, says Mr. Cogley "was given a free h in the organization of the study the presentation of the facts. It recognized," the foreword contir "that many in both industries aware of the difficulties raised blacklisting and have been wres earnestly with them. Mr. Cogley tried to give a detailed picture of situation as it exists. He has bro no indications and offered no rec mendations. . . ."

Scope Is Wide

The volume on motion pictures nine chapters covering "The Hearing," "Communism in H wood," "Labor in Hollywood," " Hollywood Strikes," "Clearance Hollywood," "The Mass Hearin "The American Legion," "How Write a Letter," and "Blacklisting: Institution." In the appendix are articles, "The Legal Aspects" Harold W. Horowitz, and "Com nism and the Movies: A study Film Content" by Dorothy B. Jo The latter is an extensive and deta study of the extent to which the called Unfriendly Ten and othre cused or confessed Communists tually influenced the content of tion pictures.

Press to Meet Miss Dor

Diana Dors, British star, will rive in New York tomorrow abo the "Queen Elizabeth," on her to Hollywood for her American sc debut in RKO's "I Married Woman." She will be presented to American press and leaders of motion picture industry at a recep in the evening at the Sherry Net land Hotel.

A. A. Officials Return

HOLLYWOOD, June 24.—Edw Morey, Morey R. Goldstein and N ton Ritchey, Allied Artists vice-p idents, returned to New York at weekend following the AA bo meeting at the studios.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

OPENING DAY

RADIO CITY MUSIC HALL

COLUMBIA'S

THE EDDY DUCHIN STORY

25% BIGGER THAN

OPENING DAY "PICNIC"! *

*and PICNIC did $166,632
the first week!

PEOPLE

Howard Minsky, mid-eastern division manager for Paramount will be given a farewell dinner tonight by Variety Club Tent 13 of Philadelphia. Minsky moves his headquarters to Pittsburgh within the next two weeks. The dinner will be in the Burgundy Room of the Bellevue Stratford Hotel.

□

Winniford Morton has been appointed costume designer at the Roxy Theatre here, replacing Lou Eisele who has resigned.

□

Martin Starr, Hollywood commentator for the Mutual Broadcasting System, will air a special salute to the Will Rogers Memorial Hospital and Research Laboratories on his program, "Here's Hollywood," to be beamed to the network this afternoon.

□

Lazar Wechsler, first Swiss motion-picture producer and Oscar winner, will celebrate his 60th birthday in Zurich with a huge jubilee on Thursday.

□

Bob Thill, formerly assistant manager at MACO's Radio City, Minneapolis, has been transferred back to his old post at the State as assistant to Francis Wiggins.

□

Charles Braun of Hartford, Wis., has been appointed new manager at the Slinger outdoor theatre at Hartford.

□

Joseph H. Frankie, owner of the Super 45 Drive-In, Warren, O., suffered injuries when he fell off a ladder while making repairs at the theatre and is temporarily hospitalized.

□

Harry Ashton has been named manager of Ralph Goldberg's State Theatre in Omaha, succeeding **Ken Prickett.**

House Group

(*Continued from page* 1)

broadcasting industry." Much of the hearings are expected to center on complaints against the TV networks and charges of network domination of the Federal Communications Commission.

Celler said FCC Chairman George C. McConnaughey and other FCC members would be lead-off witnesses Wednesday.

The Senate Commerce Committee has been holding hearings on network practices, and a House Small Business Subcommittee earlier this year held hearings on charges of network domination of the Commission.



M. P. Daily Photo

WE ALWAYS USED FILMS . . . We didn't have the resources of the Madison Avenue boys in the early days, and we figured on a formula to beat the networks. It was sports and films, sports and films . . . So explains Irving R. Rosenhaus, head of WATV (Super Power) who Friday was host to trade writers at the 21 Club, announcing he had put up $500,000 for 52 20th-Fox films. With him, Robert Paskow, his film buyer.

WATV Buys 20th Product

Screen Advertising May Be Used in TV Film Promotion

By LESTER DINOFF

Motion picture screens in local theatres may be used as a means of telling the public about the forthcoming television exhibition of the 52 20th-Fox feature films by independent station WATV, Newark, N. J., according to Irving R. Rosenhaus, president and general manager of Bremer Broadcasting, who announced at the weekend that he acquired the package for over $500,000 for multiple showings on the New Jersey stations during the next two-and-a-half years.

Rosenhaus, in disclosing the acquisition at a trade press conference at the "21" Club here on Friday, stated that while no definite sales policies have been established for the 20th-Fox films, the first of the 52 films will be put on WATV on October 1.

First Film Cost $100

"Hollywood pictures and sports are the formula of success which we at WATV and Bremer Broadcasting have been using since we purchased our first film for $100 from Monogram," Rosenhaus said. "This combination is the only successful way, we feel, in which an independent station can compete against the networks," the TV executive asserted.

Revealing that the films, purchased from National Telefilm Associates, are "the best thus far available for TV exhibition," Rosenhaus pointed out, in reply to questions, that selling and promotion plans for the 52 films are still under consideration. "We have hopes of promoting these pictures in the local theatres on their screens," Rosenhaus stated, adding that other methods of promotion will include the use of television, radio, newspapers, bill boards and bus cards.

Rosenhaus indicated that he had "strong hopes of being able to work closely with the local motion picture exhibitors."

Continuing on, Rosenhaus said that he will attempt to secure other top Hollywood product for WATV viewers. He said that an approximate 60 to 90 per cent of the total audience in this area will see the 20th-Fox pictures on television.

The Channel 13 broadcaster, along with associate Robert Paskow, former district manager for Warner Brothers, said that WATV was the first TV station in this area to use feature films—WATV pioneered this program pattern eight years ago. In addition, he said the purchase price of $500,000 is the most money any TV outlet ever paid for this number of major film releases.

Success Immediate, He Says

Rosenhaus said that when WATV first started with its feature programming, it contracted to spend $10,000 within 26 weeks. The TV station paid $100 for a feature, $75 for a western film and $25 for shorts. Within the first month, he said, 11 features and 11 westerns were shown on WATV and it was highly successful.

Commenting further on the acquisition of the 20th-Fox package, Rosenhaus said that under the purchase contract, WATV is allowed to show each picture 24 times during the next two and a half years. He said, in reply to questions, that multiple showings of each film will ce tainly take place, commencing th Fall.

Meanwhile, National Telefilm A sociates announced that over $1,00 000 in sales contracts have been a quired by the company in 11 maj markets for the 20th-Fox package 52 films. Harold Goldman, NTA vic president in charge of sales, said th sales were made last week followin his company's sales convention he at which time a $2,000,000 goal w set for the first two months.

Wage Law

(*Continued from page* 1)

ushers are in a separate category 80 cents per hour. In the challe the exhibitor group maintains the creases are prejudicial on the part the Department of Labor and t the order is "arbitrary, unreasona and capricious." The unit also exp a wide doubt as to the constituti ality of a statutory minimum wa act. It contemplates filing a suit the order signed by Ernest Johns Commissioner of Labor and Ind tries.

Coming in with the exhibitors the case are the outdoor amusem parks industry and the Massachus Golf Association, all of which w affected by the increases.

Although the amusement and rec ational order affects cashiers, do men, ticket sellers and assistant m agers, it does not touch candy g who come under the mercantile der, nor janitors, porters and matr who come under the building a service occupations, nor all office h in theatres who come under the te nical and clerical order. These grou remain at 75 cents per hour minimu but it is understood they are meeti for a complete study of their o minimum wage setups.

RKO to Distribute

(*Continued from page* 1)

Manhattan. All of the pictures will filmed entirely in New York using a ing talent from the Broadway sta and television.

"We see New York as providing unique opportunity for developi young talent, as well as an outstan ing source of top-quality stars," O'Sh said. "Hi Brown plans to activate production policy which we feel h great merit; one that has been su cessfully practiced for years in Lo don and Paris. Leading stars who a appearing on the stage will be a to make movies during the day. Sho ing on location in New York and at t Production Center, which is o about a dozen blocks from the theat cal district, makes it convenient a practical for these performers.

The first production in the RK Galahad deal will go before the ca era on July 9. Adapted from a "Lif magazine story, "Brave Tomorro will be shot 25 per cent on locati on the city streets and throughout t surrounding commuting areas. T remainder of the picture will be film at the Production Center.

id Pledged

(Continued from page 1)

94 per cent, Montague said. In seven-year period 294 tubercular ients were admitted, and 272 dis-rged as cured.

n the same period, he reported, re was collected for the hospital m all sources $2,100,000, of which 277,000 was used for operating ex-nses, and $142,000 for capital im-ovements. The contributions in-ded $635,000 from 522,000 indus-employes, signers of the Christ-s Salute scroll. Special contributors, whom there were 118,000, ac-unted for the remainder.

Montague assured those present it the hospital is constantly im-oving its position and that it def-tely will be continued in opera-n. He reported that pledges of co-eration from the Chicago industry d from other new sources have been eived.

Policy Revision Suggested

Dr. Edgar Mayer, consultant, rec-mmended that the hospital's policy revised to provide for the admis-on of all pulmonary cases, rather an just tubercular cases, in order make the fullest use of the hos-tal's facilities.

Richard Walsh, IATSE president, id he would urge that organization's neral convention at Kansas City is summer to encourage more ex-nsive examination among industry mployes, on the theory that many discovered tubercular cases may be und and recommended to the hos-tal.

Other speakers at the luncheon, at hich R. J. O'Connell, board chair-an of the hospital, presided, were: ck Cohn, Sam Rinzler and James oeb. The latter is editor of the dirondack Daily Enterprise.

Robert Smith, one of the patients, escribed the history of his case for e visitors, including treatment at ill Rogers, compared with that re-eived elsewhere.

Hospital Visited

The luncheon was preceded by a ur of the hospital and descriptive ctures of its work and special cases ccessfully treated at Will Rogers y members of the hospital staff. The isitors, about 55 in number, were iven chest x-rays. After the hospital isit they left for Schroon Lake where ey were the guests of Herman Rob-ins and sons at their Edgewater otel for the remainder of the week-nd.

The hospital directors held their nnual meet at the Robbins' place on aturday. Reports of the session are ublished elsewhere in this issue.

Dorfsman Promoted

The promotion of Louis Dorfsman director of Advertising and Sales romotion for CBS Radio, while he ontinues as art director for the Radio Network, has been announced by ules Dundes, vice-president in charge f advertising and promotion. The ppointment is effective immdiately.

Rogers Hospital Reports

(Continued from page 1)

tague stated that "this continuing success can be attributed to the seriousness and sincerity with which each of us individually and collectively attacks the problems confronting us."

Montague added: "At Will Rogers it is happily proven that a combination of science, medicine, surgery, human understanding, and our clinical laboratory does produce wonderful accomplishments. We can be proud that we are lessening suffering and restoring productivity to what otherwise might be wasted or lost lives. But we must guard against allowing anyone, ourselves included, to become indifferent toward tuberculosis when we hear thoughtless and inaccurate assertions that there is now no threat from TB; that now it can be cured and that the death rate is declining! This is a most dangerous mis-statement. And I must repeat, and repeat again, that tuberculosis is not licked. It will not be licked until it is controlled and ceases to be a threat to normal living."

Improvements Extensive

According to the operations report, $130,000 in capital improvements has been made during the seven years that the present group has been operating the hospital. The report added that no further capital improvements of major cost are contemplated.

The treasurer's report by S. H. Fabian revealed a balance of $396,411 as of June 1.

Eugene Picker, chairman of the fund raising and finance committee, revealed that the over-all income from the 1955 Christmas Salute, totaled $126,744 to date. Of this $105,536 came from scrolls contributions, and $21,208 from special gifts. The Salute this year yielded $25,142 less than the 1954 campaign. The 1956 audience collection is expected, however, to surpass that of 1955. Participation will be greater this year, due largely to the quick and early pledging of the major circuits, he said. This has had a strong influence on the registration of many other circuits. Fabian, chairman, looks for 5,000 theatres to participate, and to realize $500,000 from this campaign.

Picker Tells Aim

According to Picker: "Our aim in this campaign is to get more audience collections, and fewer lobby collections. That we are attaining this is evidenced by the fact that we have had very few refusals of audience collections, and that many theatres have agreed to take up their collections at least for a full program change, some for the full week, and some to include double weekends."

This year's trailer features Henry Fonda, W. J. German again secured a contribution from Eastman Kodak for raw stock for 1,000 prints; processing is being contributed by De Luxe Film Laboratories; and National Screen Service again will handle distribution.

Research Gaining

Research work is progressing apace at the hospital. This includes the development of an INH resistant mutant of BCG strain. Other experiments in clinical research, according to Morris Dworski, laboratory director, include hemagglutination tests for tuberculosis antibodies; determination of the virulence of INH resistant organisms; treatment with Cycloserine and INH; determination of the virulence of tubercle bacilli by a chemical method, and th development of an antidote for a virulent acid fast bacilli.

Montague said: "We are proud and grateful at Will Rogers to have raised our rate of healing to 94 percent of our cases. This is another step over our previous 29-year average of 90 percent.

'Duchin' Pressbook Largest in Years

Columbia has published its largest press book in recent years for "The Eddy Duchin Story," including a 32-page advertising supplement that is the most extensive ever put out by the company.

The special ad section carries reproductions of 53 different ads, ranging from a single column ad covering 18 lines up to a 5 column ad totaling 925 lines.

Selznick

(Continued from page 1)

Canada this summer, accompanied by new campaigns.

The arrangement between 20th and the Selznick Company on the filmization of "A Farewell to Arms" tallies with the new 20th policy of augmenting its own productions with those of other outstanding filmmakers.

Jennifer Jones the Lead

The contracts also call for Jennifer Jones to play the leading feminine role, that of Catherine Barkley. The leading male role, that of Frederic Henry, American ambulance driver on the Italian front, has not yet been cast, but will be played by a leading male star, according to reports. The period and setting of the book, Italy and Switzerland during World War I, will be left unchanged, it was said.

Warner Bros. Office In South Vietnam

Wolfe Cohen, president of Warner International, announces that the company is setting up its own office for the distribution of its productions in South Vietnam. Cohen also announces that Richard Ma, Warner Bros. manager in Hongkong, is now in Saigon making arrangements for the new facilities.



Hecht and Lancaster present "TRAPEZE" starring BURT LANCASTER, TONY CURTIS, GINA LOLLOBRIGIDA, directed by Carol Reed • In CinemaScope • Color by DeLuxe • Released through United Artists.

RECORD-BREAKING BOXOFFICE IN...

NEW YORK—Capitol; LOS ANGELES—Fox Wilshire; CHICAGO—United Artists

SATURATION BOOKINGS SET FOR JUNE 28



Top billing coast-to-coast... Fly United Air Lines deluxe DC-7 nonstops to Los Angeles!



"The Hollywoods"—world's fastest airliners! And how's this for a setting: delicious meals, tempting buffet snacks, a choice of cocktails, the friendly rear lounge. It's "red carpet" luxury all the way! Try it soon . . .

"The Hollywoods" leave 12 noon, arrive 5:30 p.m. Or, leave 12:30 a.m., arrive 6 a.m.

local times quoted

UNITED AIR LINES

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

In Washington Circles

► In Washington last week tele-ision was the topic of discussion n more than one of that city's nany circles. Of prime importance vas the word Friday that the Sen-ate Commerce Committee (see be-ow for remarks by Ely A. Landau) nas prepared a report aimed at ushing the Federal Communica-ions Commission along on new sta-ion allocations, which report prob-ably will be gone over by the Com-nittee at its meeting Wednesday. Meanwhile, it was thought quite ossible that the FCC itself will eat the Committee to the punch nd come out with its tentative or-ler on de-intermixture and a new llocation plan early this week, ossibly even today. Also last week he TV board of the National As-ociation of Radio and Television Broadcasters voted to admit to af-iliate membership producers and istributors of film and recorded rograms. And, from the FCC eadquarters, questionnaires were ent out to all TV stations by the ommission's network study com-nittee, requesting data on all hases of TV station operations.

NTA Net (Film)

► One of the most articulate wit-nesses before the Senate Commerce Committee last week was Ely A. Landau, president of National Telefilm Associates. The most pro-vocative part of Mr. Landau's tes-imony, however, came fairly near he end of his remarks, devoted hiefly to rapping the FCC in its handling of the allocation problem. As he was concluding, Mr. Landau announced that NTA, through a wholly owned subsidiary, the NTA Film Network, "will shortly be en-gaged in the network business, the ourth operating television net-work in the country." Without giv-ng out with any specifics, he said he network, with affiliates already igned from Georgia to Alaska, rom Maine to California, will op-rate entirely on film at the outset nd "will aim to supply quality rogramming and sell the time of ts affiliated stations." He contin-ued: "As a matter of fact, while he operation is specified by con-ract to begin October 1, the NTA Film Network is already feeding orely needed programming to 16 f its affiliated stations, and is stepping up its service as fast as possible. We say frankly that this is a small beginning, but, large or small, we have taken the film net-work out of theory into the realm of fact."

NTA Net (Fiscal)

► Also in the week, National Tele-film Associates released the follow-ing financial information: earnings in the third fiscal quarter increased the company's net income for the nine month period ended April 30, 1956 to $242,618, equal to 37 cents a share, compared with a deficit for the entire 1955 fiscal year. This compares with $145,051 or 22 cents a share in the first half of the year.

CBS Adds Three More

► Since last week's Television To-day roundup of scheduled new sum-mer shows, CBS-TV had added three more starters: High Finance, starring Dennis James, a half-hour quiz show which makes its debut Saturday morning, July 7. The Mennen Company is sponsor. Band-wagon '56, a series of half-hour Sunday afternoon shows which will explore American politics, past and present. Bob Trout will be moder-ator of the series, replacing the cur-rent Adventure series beginning July 15. Of All Things, presented by Garry Moore and starring Faye Emerson, will replace Mr. Moore's regular weekday morning show July 23 through August 31.

First Fund Awards

► The Fund for The Republic this morning announces the names of the winners of the first annual Robert E. Sherwood awards, pre-sented for the best commercial TV programs dealing with freedom and justice. Named as best network drama was Reginald Rose's "Tragedy in A Temporary Town," produced by Herbert Brodkin for NBC-TV's Alcoa Hour. Best net-work documentary was Jerome Coopersmith's "I Was Accused," produced by David Susskind for NBC-TV's Armstrong Circle Thea-tre. Best production by an inde-pendent station was "Desegrega-tion: Baltimore Report," written by Mrs. Gray Johnson Poole and produced by Herbert B. Cahan for WAAM-TV, Baltimore. The awards carry with them not only prestige, but also substantial mon-etary remunerations: for the best network drama and network documentary $20,000 each, and for the best independent production, $15,000.

Sailing the Mississip

► Captain Charlie's Showboat has been selected as the first film se-ries to be produced by Irving Bris-kin Productions for Screen Gems, Inc., it was announced last week. The series, to have a young singing star in the title role, will, in Mr. Briskin's words, "stress action and with it good music, exciting stories and personalities typical of this picturesque period" of mid-19th Century America. Fred Briskin, in-cidentally, a production executive with Screen Gems, has joined the new independent production com-pany as vice-president.

Intriguing Format

► The search for something new has led Jess Oppenheimer, NBC-TV creative program executive, to

(*Continued on page* 8, *col.* 4)

In Our View

ONCE again the matter of quality—of material, of performance, of execution, comes front and center before the observer of the progress (or lack of it) of Television. An example or two immediately to hand focuses attention on the situation, in both directions, the bad and the good, and each is an important and significant case in point.

Wednesday night, the U. S. Steel Hour offered a play, "Moment of Courage," which, bluntly, gave every evidence of having been presented by the Dramatic Society of the Podunk Junior High School, and if we malign such as the latter, we're sorry. The script was trite, wooden and cliche-ridden, while the performances almost uniformly were amateurish in the extreme. Frankly, it was almost painful—and embarrassing to one with the interests of the medium at heart. And this, mind you, a play with the stamp of the Theatre Guild upon it, and seeking to instill in the viewer's mind new and continued respect for one of the nation's greatest trademarks, U. S. Steel. Admittedly, dramatic quality is relative but there must be a basic criterion of quality fundamentally.

Again, on the Bob Hope show this past week, too much of that 90 minutes was devoted to scenes reenacted from the latest Hope film. This technique in itself is all right, but when it consumes such a portion of the allotted time that the whole appears to viewers to be no more than a trailer for the film, then it is defeating its basic purpose. Bob Hope is far too great a player and comedian to need to have too much recourse to that procedure. It was careless thinking.

On the other side of the coin there were the splendidly successful results attained in the telecasting of last week's golf championship, where forethought, planning and care paid off so handsomely. And another step in the right path is the announced intent of Worthington Miner, in his new Kaiser Aluminum Hour, to drop all third acts as clumsy and unwieldy in an hour show. That is expert thinking. More of it is needed.

—Charles S. Aaronson

Passing in Review

THE MOST ELEVATING SHOW OF THE WEEK, undoubtedly, was the special remote Tuesday morning which Dave Garroway and company handled for NBC-TV's Today from the top of the Empire State Building. Also on hand were Eddie Condon and his crew, who contributed a lively Dixieland jam session against a misty backdrop of the Jersey flats, 10 or 12 miles distant. It was the kind of odd, intriguing show which makes waking up in the morning almost painless. Another noteworthy presentation—and a literal eye-opener—was NBC-TV's special March of Medicine (Sunday, June 17), featuring a live cataract operation performed in the course of the show. To a layman it seemed to be the best cataract operation performed on television all week.

Bob Hope, indefatigably plugging his latest Paramount picture, the name of which momentarily escapes us, was all over NBC radio and TV in the course of the week, including the Sunday Spectacular (see below), Tex and Jinx (radio), Tonight and the premiere of the new Steve Allen Show last night. Steve Allen, plugging his new book ("The Funny Men") and his new show was only slightly less in evidence. George DeWitt took over the Tonight chores Monday and Tuesday and proved conclusively that marathon emcees—of which Mr. Allen is a dean—are an acquired taste, like chicory. Elsewhere in the week and in greater detail:

PLAYWRIGHTS '56: "Honor," NBC-TV, 1 Hour, 9:30 P.M., EDT, Tuesday, June 19, 1956. Live, from New York. For Pontiac.

This series, which started off with so many high hopes, came to the end of its road last week with a kind of quiet intelligent, unspectacular resolution which marked so many of the individual productions. "Honor," an original teleplay by Gore Vidal, was an interesting and valid drama concerning a self-made southern gentleman, a man who has assumed the customs, manners and code of honor of his new station but who only belatedly learns their true meanings. Mr. Vidal is a crisp, thoughtful writer whose highly developed sense of good taste sometimes leads him to write sound but not very dramatic drama. "Honor," although not terribly exciting, had a refinement which is unusual in the razzle-dazzle of most TV. The top-notch cast was headed by Ralph Bellamy, as the self-made ante-bellum aristocrat, and Leo J. Carroll as a true blueblood who sees through the former's veneer, In prominent support were Dick York, Glenn Cannon, Katherine Squire and Frieda Holloway. Vincent J. Donohue directed the production which would have been impeccable except for the insertion of some jarring Civil War film clips out of "Birth of a Nation"—they had the look of crudely animated Brady stills. Fred Coe was producer for the entire Playwrights series.

TELEPHONE TIME: "Felix The Fourth," CBS-TV, ½ Hour, 6 P.M., EDT, Sunday, June 17, 1956. Film. For Bell Telephone System.

Another theatrical film personality who seems to be making a smooth crossing over into television is John Nesbitt, host-narrator of this slickly produced series of sidelights on history. "Felix the Fourth," written by Laslo Vadnay and directed by Roy Kellino, is an amusing vignette about an indomitable little Havana postman who, some years back, promoted himself as Cuba's marathon runner representative at the Olympic Games in St. Louis. Taken as a joke by almost everyone he meets, Felix has problems long before he ever reaches St. Louis. He is swindled out of his travel money in New Orleans and as a consequence has to make it on foot most of the way to St. Louis. In the course of the big race itself, he is treed by dogs, stops to eat a four course luncheon and generally plays hob with athletic convention. Although he comes in fourth, he succeeds in winning honor for his homeland and, as Mr. Nesbitt points out in an epilogue, went on to win first prizes in other important international events. Pedro Gonzalez-Gonzalez is properly spirited in the title role, and the entire production is brisk and amusing. Jerry Stagg produces at the Hal Roach, Jr., studios.

KRAFT THEATRE: "Flying Object at Three O'Clock High," NBC-TV, 1 Hour, 9 P.M., EDT, Wednesday, June 20, 1956. Live, from New York. For Kraft Foods Company.

DeWitt Copp, the author of Kraft Theatre's science fiction presentation last week, "Flying Object at Three O'Clock High," has mastered at least one of the fundamentals of the genre: understatement. It may be, however, that he mastered it too well. His tale about the disappearance of an Air Force jet plane on a routine flight, and the mounting evidence that it has been "kidnapped" by an unidentified flying object, were made subordinate to endless debate between an Army colonel and an ever-present newspaper reporter about how much of the strange story should be released for public consumption. Conceivably, this is a valid subject for discussion, but it wasn't very stimulating in these irresolute dialogues. Mr. Copp did top his tale with a nice, neat twist, which even Ray Bradbury might have appreciated, but it came too late to give more than a momentary thrill before the final commercial. The puzzled performers included Everett Sloane, Biff McGuire and Robert Simon. Alan Anderson directed.

SUNDAY SPECTACULAR: The Bob Hope Show. NBC-TV, 1½ Hours, 7:30 P.M., EDT, Sunday. June 17, 1956. Live, from Hollywood, in compatible color. For U. S. Rubber, Maybelline, National Savings & Loan, and Skol.

The inimitable Bob Hope is quite as much at home on television as in or on any other medium, which is a tribute to his skill and poise as a performer and a comedian. Live, from the coast, in this instance he had three of his more notable, and well-endowed leading ladies from motion pictures, Betty Grable, Marilyn Maxwell and Jane Russell. They sang and they danced, with and without Bob, and he cavorted in the Hope style through the 90 unflagging minutes. One film clip was used, a scene from "The Road to Bali," with Bing Crosby and Dorothy Lamour, which we are told never saw a film theatre screen. It was dropped on the cutting room floor, with, it is felt, no great loss to the picture. Steve Allen made a calm, unperturbed and wholly engaging master of ceremonies, introducing the show, Hope and some really entertaining ideas and lines. The difficulty with the whole show, from the standpoint of the viewer, was that there was just too much of scenes from his new film, "That Certain Feeling." After a while it got to be too much like a long, long trailer for that film. Jack Hope was listed as producer and Jack Shea as director.

NATIONAL OPEN GOLF CHAMPIONSHIP. NBC-TV, 2 Hours, 4 P.M., EDT, Saturday, June 16, 1956. Live from Rochester, N. Y. For Eastman Kodak Company.

The remarkable values inherent in the television technique, in one sense equalled by no other medium, are demonstrated most aptly in this telecasting of the 56th Annual National Open Golf Championship, from the Oak Hill Country Club at Rochester, N. Y. This is the third year that NBC has covered the event, but never as well, indicative of the advancements in this kind of coverage, from every standpoint. Considerable praise is due Perry Smith, the producer, and the directors, Harry Coyle and Jack Dillon. A brace of top-flight commentators were on hand, Lindsey Nelson, Bud Palmer and Jim Simpson, each well versed in the matter under the eye of the camera, and each a competent, poised and calm reporter. With nine cameras in action, for the most part mounted on towers to command a splendid view of each of the last four holes, with concentration on each of the important twosomes as it moved toward the 18th, with the use of closeup, normal or telescopic lenses, the results were immense. The commercials were carefully spaced and timed so as not to interfere with the viewer's continuity, and by good fortune the sequence of development in the closing minutes of the tournament quite accidentally developed a tension and excitement which could not have been improved had a script writer prepared it fictionally. Definitely, a high-scoring remote of a big-time sports event, and a credit to all concerned.

SPOTLIGHT

(*Continued*)

adopt an intriguing format for his second projected series next season (the first: The Ten Commandments). The show, to be called A Company of Players, will be a hour-long, weekly series employing a permanent stock company of players whose duties might run the gamut from Greek classic, through Shakespeare to modern musical revue. Each show would include dramatic, comic and musical segments. Burlingame Productions will produce.

Kagran Activity

► The Kagran Corporation, NBC subsidiary with interests in a variety of projects, had a busy week, Alan W. Livingston, president, announced Tuesday that the company has acquired the exclusive use of four more sound stages in Hollywood where production will start shortly on the new Wally Cox series, The Adventures of Hiram Holiday. In addition, Kagran is said to be considering several properties as pilot films for national sponsorship. Two other new half-hour series, for syndication by NBC Television Films, are set for filming there. On another side, Alfred R. Stern, vice-president of the NBC Theatrical Division of Kagran, announced that the world premiere of the newly created NBC Opera Company is now set to take place Thursday, October 11 at St. Mary's College, South Bend, Ind., to kick-off that 46-city tour.

Riesel Bounces Back

► Victor Riesel, New York *Daily Mirror* columnist, who was blinded recently by an unknown assailant, bounces back into the fray in a big way Friday night. At 6:30 P.M. EDT, he will premiere his new weekly quarter-hour television show over WRCA-TV, New York, featuring discussion of labor issues of interest and importance to the public. Later in the evening Mr. Riesel will be the subject of NBC-TV's Big Story, and will appear himself on the show.

Budget for "Grief"

► Guild Films is ready to roll on the Jack London series, "Captain David Grief." Production gets underway on the first of the 39 half-hour films July 9 in Hawaii, with the budget set at $1,912,999. Filming will be in 35mm Eastman color.

The Fund for the Republic is pleased to announce

the Winners of the 1956

ROBERT E. SHERWOOD AWARDS



for television programs
dealing with
freedom and justice

THE BEST NETWORK DRAMA
$20,000

to the National Broadcasting Company's
production of ALCOA's
TRAGEDY IN A TEMPORARY TOWN
PRODUCER ..... *Herbert Brodkin*
DIRECTOR ..... *Sidney Lumet*
WRITER ..... *Reginald Rose*

THE BEST NETWORK DOCUMENTARY
$20,000

to the National Broadcasting Company's
production of Armstrong Circle Theatre's
I WAS ACCUSED
PRODUCER ..... *David Susskind*
DIRECTOR ..... *William Corrigan*
WRITER ..... *Jerome Coopersmith*

THE BEST PRODUCTION BY AN INDEPENDENT STATION
$15,000

to WAAM-TV, Baltimore, Maryland
for its production
DESEGREGATION: BALTIMORE REPORT
PRODUCER ..... *Herbert B. Cahan*
DIRECTOR ..... *Kennard Calfee*
WRITER ..... *Mrs. Gray Johnson Poole*

Honorable Mention

OMNIBUS:
Constitution
Columbia Broadcasting System

KRAFT THEATRE:
One
National Broadcasting Company

PHILCO PLAYHOUSE:
A Man Is Ten Feet Tall
National Broadcasting Company

PAGEANT:
In Freedom
KOMO, Seattle, Washington

IN THE MINDS OF MEN
KPIX, San Francisco, California

THIS IS OUR FAITH
—March 28, 1956
WATV, Newark, N. J.

TWIN CITY HEART BEAT:
The Invisible Fence
KEYD, Minneapolis, Minn.

CAMERA THREE SERIES
Columbia Broadcasting System

FRONTIERS OF FAITH SERIES
National Broadcasting Company

FRONTIER SERIES
National Broadcasting Company

Jurors:

Kermit Bloomgarden
Buell G. Gallagher
Robert M. Purcell
Mrs. Eleanor Roosevelt
Gilbert Seldes
Robert Taft, Jr.
Harrison Tweed
Philip H. Willkie

The Awards for television programs dealing with freedom and justice presented on commercial television between October 1, 1955 and May 31, 1956 are in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Awards will be made again next year, for programs presented between October 1, 1956 and May 31, 1957. The Fund for the Republic is a non-profit corporation devoted to increasing public understanding of the principles set down in the Constitution and its Bill of Rights.

THE FUND FOR THE REPUBLIC, INC.
60 East 42nd Street, New York 17, N. Y.

PAUL G. HOFFMAN, *Chairman of the Board*

ROBERT M. HUTCHINS, *President*

THE SMALL STATION SPEAKS



TV Today photo

THERE'S MONEY IN THOSE HILLS. Watertown, N. Y., for instance ("you'd be surprised at the incomes"); and the small stations deserve some breaks. Like sending promotion material the same time as the film, so it gets there at least the day of presentation. Like shipping films in time for the advertised program (it costs money to phone New York, and it costs customers when they tune into a disappointment). Like basing charges on what the associated network feels is a realistic appraisal of the market. The speaker was Alfred M. Tauroney, presenting the case for the "small market," at the National Television Film Council's final luncheon of the season Thursday. The small market (never to be disparaged, said luncheon chairman, Mel Gold,) the medium, and the large, were represented by speakers Tauroney, sales manager of WCNY-TV, Watertown N. Y., Stuart T. Martin, general manager, WCAX-TV, Burlington, 14., and Sam Cook Digges, general manager, WCBS-TV, New York. With Mr. Tauroney on the dais are David O'Shea, NFTC vice-president; Mr. Gold; Mr. Digges; Willam Reddick, NFTC vice-president, and Mr. Martin.

Who's Where

Last week these changes:

JAMES T. AUBREY, JR., general manager of KNXT and the Columbia Television Pacific Network, will relinquish his local and regional duties to take the newly-created post of manager of network programs for CBS-TV, Hollywood, it is announced by HUBBELL ROBINSON, JR., executive vice-president in charge of network programs. Mr. Aubrey's duties will be primarily administrative, though he will take an active part in the network's program planning.

CLARK GEORGE, general manager of CBS-TV spot sales, has been appointed general manager of KNXT in Los Angeles and the CBS-TV Pacific Network, it is announced by CRAIG LAWRENCE, vice-president in charge of CBS television-owned stations. Mr. George is replacing JAMES T. AUBREY, who has been named manager of network programs for the CBS-TV network in Hollywood.

JOHN JOSEPH COLE, former western sales manager for Guild Films, has been appointed vice-president in charge of sales, it is announced by R. R. Kaufman, president. Mr. Cole, has been with Guild Films since 1955. At the same time Mr. Kaufman announced the appointment of two more sales executives to the staff. These are MARVIN GRIEVE, formerly vice-president in charge of sales for Television Library, Inc., and GERALD LIDDIARD, formerly sales executive for the Don Lee network.

JAMES G. RIDDELL, president of WXYZ, Inc., Detroit, has announced the promotion of five men within the organization and the appointment of a new promotion manager. HAROLD CHRISTIAN will be vice-president in charge of the merchandising and research department of WXYZ-TV and WXYZ Radio. Mr. Christian was formerly vice president in charge of Radio. HAROLD NEAL, radio sales manager, has been promoted to vice-president in charge of radio. ROBERT BALDRICA, promotion manager, has been elevated to assistant radio sales manager. PAGE HELDENBRAND, formerly with the Hearst Promotion Enterprises of New York, has been appointed promotion manager for radio and television. ROBERT BAKER, who joined the station five years ago as producer, is now radio studio manager. HAL GORDON is the station's new musical director.

HAROLD BROMLEY, producer-director, has been signed by Theatrical Enterprises for representation in all fields, it is announced by DAVID SAVAGE, president.

ROGER W. CLIPP, general manager of WFIL and WFIL-TV, Philadelphia, has been appointed a member of the Broadcast Advisory Committee of the United States Advisory Commission on Information, it is announced by THEODORE G. STREITBERT, director of the U.S. Information Agency.

ANTHONY C. KRAYER, JR. has been appointed to the newly created position of business manager of the NBC Spot Sales Division, it was announced by JOHN H. REBER, director of NBC Spot Sales. Mr. Krayer was formerly chief accountant of WPIX, New York.

The Show-Makers

Frank Lovejoy will star as **Mike Barnett**, private detective, in Man Against Crime, beginning on NBC-TV Sunday, July 1. The series takes the time spot of "The Loretta Young Show" for eight summer weeks. Originating live in Hollywood, the program brings back to TV the detective series created by Lawrence Klee, which originally starred **Ralph Bellamy.**

★

Peter Lawford stars in "The Long Shot" on Alfred Hitchcock Presents Sunday, July 1 on CBS-TV. Others in the cast are **John Williams, Gertrude Hoffman, Robert Warwick, Frank Gerstle, Charles Cantor, Tim Graham** and **Virginia Christie.**

★

Philip Melillo, formerly an executive producer at WMAL-TV, Washington, has been named producer on WCBS-TV's Public Affairs Department. He replaces **Oscar Rose,** who has resigned. While at WMAL-TV, Mr. Melillo produced the Army-McCarthy hearings and the Hoover-Brownell hearing for a four-network pool, along with other events.

★

Charles Boyer stars in the "Singer Four Star Playhouse" teleplay, "Distinguished Service," Thursday, July 5 on CBS-TV. The teleplay was written by **Frederick J. Lipp** and directed by **Roy Kellino.** The cast includes **Harry Bartell, Gayle Kellogg, Tim Graham** and **Tom Brown Henry.**

★

Paul Newman will play the lead in the first of the Kaiser Aluminum Hour programs, "The Army Game," Tuesday July 3. Written by **Loring Mandel** and **Mayo Simon,** this is the first of the series to be produced by **Worthington Minor. Frank Schaffner** is the producer-director. Mr. Schaffner, **Fielder Cook** and **George Roy Hill** will rotate as producer-directors of the program.

★

G. E. Summer Originals, which bows on ABC-TV Tuesday, July 3, will present a variety of half-hour programs starring top personalities from the entertainment world. The series boasts such stellar performers as **James Mason, Vivian Blaine, Noah Beery, Jr., Joe E. Brown, Arthur Treacher, Arnold Stang, Zachary Scott, Ben Blue, Claude Dauphin** and **Hugh Beaumont.**

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

"Conflict" is the new over-al title to be given the selective dra mas which will alternate in the Fal with "Cheyenne" on the Warne Bros. Presents series over ABC TV Tuesdays from 7:30 to 8:3 PM. Preparations for productio of three of the teledramas are un der way at the Burbank, Calif studios, it also was announced i Hollywood last week.

★

Dennis O'Keefe, Ruth Hussey Billy Chapin and **Gale Gordon** sta in "A Trophy for Howard Daven port" on Climax! Thursday, Jun 28 on CBS-TV.

IN BRITAI

SIGNIFICANT figures of th mounting strength of TV in Britai have been issued by the B.B.C Some 3,000 new license holders representing 9,000 new viewers join the TV audience every night Ninety-three per cent of the popu lation of the U.K. is now serve by 14 B.B.C. transmitters. By the autumn of 1956, this figure wil have increased to 97 per cent and by 1957, 98 per cent.

Based on the present license fig ures—there are nigh on 6,000,000 license holders—it is estimated that the potential nightly audience is 15,700,000, with each programme watched on an average by 6,400,000 people.

THE Government's "credit squeeze" has meant a fall-off in the sales of radio and television sets. In April they fell by 10 per cent and 13 per cent respectively from the March levels. A comparison of trends during the first quarters and first four months of 1956 and 1955 shows that television sales continue to run at 17 per cent below the level for 1955.

TV films made by the Douglas Fairbanks Organization to date have brought over $5,000,000 to Britain. The company was the first to produce films for TV here and within a year a new export industry was created. Mr. Fairbanks now plans an expansion programme. The company is producing its fourth series—each of which has brought in $1,000,000. In the last three and a half years 150 half-hour films have been produced. Output will be stepped up to three a week.

DENNIS VANCE, who recently resigned from ATV, has been signed as director of drama for ABC TV. For the past year he has been producing for Harry Alan Towers on such series as Theatre Royal and "Count of Monte Cristo." He was previously with the B.B.C. Richard Fulford-Brown has also joined ABC-TV—as producer.

—WILLIAM PAY

Tax Relief

(Continued from page 1)

ıd Means committee has been mov-ıg this year on all tax bills.

Although Council of Motion Picture rganizations' tax campaign officials ıd many workers are still hopeful, not optimistic, concerning the ıances of success at this session of ongress, their views are not shared y key lawmakers. Almost certainly ıere will be no meeting this week on ther the Forand Bill or on special ıx bills. Thus, it will be into July efore the committee will get to ither.

Separate Bill Also Unlikely

Consequently, the chances are prac-cally nil for a complicated and far-eaching bill such as the Forand Bill) pass both houses and become law in ıe brief time remaining. Equally uestionable is whether a separate bill ould be passed so late in the session, specially in view of the Treasury's etermined opposition.

Moveover, even should a theatre tax elief pass both houses, observers feel would almost certainly be vetoed hen it reaches the White House after ongress adjourns and further action out of the question. The Adminis-ration's position on tax cuts of any ind this year has been emphatically tated again and again, and there has een no change in its stand up to now.

Official Drafting Awaited

The industry had originally hoped) get an admissions tax cut added to comprehensive bill making dozens f technical changes in Federal excise ıx laws. The Ways and Means com-ıittee has completed its initial con-ideration of this subject, and is now vaiting for Congressional drafting ex-erts to put the committee's decisions ıto bill form.

Committee officials say it will be nother week perhaps before this bill s ready, and that it will then take the ommittee at least a week to go over he bill. Following that, more time vill be required to prepare a commit-ee report on the measure. This neans, committee experts point out, t would be some time in July before bill would be ready for House floor oting. That's just too late, they de-lare, to expect the Senate to consider uch a comprehensive bill before Con-gress adjourns late in July. So, they ay, the technical excise bill may pass he House, but will go no farther.

Has Been Ruled Out of Order

And anyhow, there's the question of whether an admissions tax cut could ɔe added to this bill. Chairman Cooper (D., Tenn.), who is not very enthusiastic about cutting the admis-ions tax this year, has already once uled out of order a move to cut the ıdmissions tax as an amendment to he technical excise bill. Another at-empt will be made to add such an ımendment when the committee goes ɔver the bill again, but several mem-ɔers of the committee say that it will ace tough going.

Failure to add the admissions tax ut to the general excise changes bill or failure of that bill to go anywhere would still leave the alternative of trying to get admissions tax relief enacted as a separate measure. But committee members again say privately that the outlook for this is not too good, either.

Committee members have been asked to submit a list of three or four bills that they would like the committee to vote on when it gets around to holding a session on members' bills in the next ten days or two weeks. Rep. King (D., Calif.), it was learned, has included on his list his bill to make the 10 per cent admissions tax apply only to that portion of the admissions charge over $1.

Vote Date Uncertain

But again the questions arise whether the committee will approve the King Bill or, if it should be approved, whether it is not too late in the session for the bill to go any farther. Chairman Cooper is taking his time in scheduling the committee meeting on members' bills, and it still is uncertain when the bill will come to a vote. If, as expected, the Treasury opposes the measure, it would stand little chance of passing Congress so late in the year.

Only last week, Treasury Secretary Humphrey restated his "firm conviction" that tax cuts should not be voted this year. He did this in testimony before the Ways and Means committee on boosting the Federal debt ceiling.

While members of Congress concede that the outlook for tax relief this year is now very poor, they hasten to add that the industry's tax relief campaign has not been completely in vain. The campaign, they say, has probably laid the ground for a more successful drive for tax relief in 1957.

REVIEW:

Pardners

Paramount—VistaVision

HOLLYWOOD, JUNE 24

"PARDNERS" IS PURE Martin and Lewis escapist entertainment.

Under the fine sense-of-comedy direction of Norman Taurog, who has made six films with Dean and Jerry, the fans will get their money's worth of belly-laughs, action, novelty and music from this satirical Western in VistaVision.

What may appear to be a stroke of ironic coincidence, through the title and timing of the release, should in no way be construed as a threat to the favorable grosses in store. The fact that the successful team is once again in the news with stories of their partnership being dissolved may prove a boon to the film's box office potential, since the title suggests the possibility that their current estrangement has all the earmarks of being a publicity stunt.

The blueprint for this story stems from an original by Mervin J. Hauser, which held its own as a Bing Crosby starrer under the title of "Rhythm on the Range." Jerry Davis adapted the story for the present version, which Sidney Sheldon turned into a screenplay tailored to the talents of the top box office team.

A new group of songs was written for this version by Sammy Cahn and Jimmy Van Heusen, the catchiest of them being the title song.

A strong opening sequence in this colorful Paul Jones production depicts Jerry and Dean as a couple of old die-hard Westerners, whose wives manage to escape with their offspring, while they face a group of masked raiders in a futile attempt to save their property. Years pass, and the two offsping, young Jerry and Dean, find a unique partnership together. The partnership is based on Jerry's attempts to escape an undesirable betrothal arranged by his wealthy mother, Agnes Moorehead, and Dean's gratitude for Jerry's financial assistance in trying to save his girl friend Lori Nelson's ranch from foreclosure.

Jerry suddenly discovers himself sheriff of the Western town where his father had pioneered; and history is about to repeat itself when the masked raiders come into play again. This time Jerry pretends he's part of the raiding party as they rob a bank.

Dean rescues Jerry from the outlaws in time to expose the leaders of the gang.

Running time, 85 minutes. General audience classification. Release in August.

SAMUEL D. BERNS

Theodore Strauss "Companion" Editor

The appointment of Theodore Strauss, former screen story writer, as editor of Woman's Home Companion has been announced by Paul C. Smith, president and editor-in-chief of The Crowell-Collier Publishing Co., which publishes the women's interest magazine. Strauss has been assistant to the editor-in-chief for editorial direction since December, 1955. Prior to that he was senior editor, Western area, for Crowell-Collier. His appointment followed the resignation of Woodrow Wirsig, who has been Editor of the magazine since November 1952. Smith said he had accepted Wirsig's resignation "with personal regrets."

Johnston

(Continued from page 1)

BFPA, CEA, KRS Association and specialized film producers.

Johnston, said that there is no conspiracy "on our part against any foreign product" in dispelling reports and "myths" which he said sometime circulate in Britain about the American film industry.

Calling them "flights of fancy that can only lead toward harmful consequences and make present condition worse for us all here as well as in the U. S.," Johnston denied reports of a conspiracy against British product saying that "it is not true today and will never be true. Time and time again American exhibitors have given proof that it is untrue. The only test —and rightly—for booking pictures is whether they will draw patrons."

Cites 'Second Myth'

The MPEA president, continuing on, said that "the second myth is that U. S. films are supposedly earning thir own way in America, can undersell British films here and thereby take screen time in British theatres."

Describing 1957 as a year of decision in the British industry, which must deal with the quota, the Eady Plan and the National Film Finance Corp., Johnston said: "Your decisions will largely determine whether the film industry here will live, grow or shrink, or lower the public's support and affection.

"You can take a short and narrow view and attempt by discrimination and restriction to set aside smaller and smaller pieces of the motion picture pie. If you do that you will discover that smallness begets smallness, discrimination begets discrimination. In such a contest there are no winners. Or you can take a long and large view and attempt by fair and just means to enlarge the motion picture pie so there will be larger pieces for all.

U. S. 'By Your Side'

"In this design you will find that the U. S. is marching unwaveringly by your side to help build a stronger, healthier industry."

Johnston emphasied that serious problems are confronting industries in all lands. They are solvable, he said, only by acting together in partnership. An essential point, he declared, is that "we face up to our common problems togther and attempt together to overcome them."

Later, leaders of the four trade associations met privately with Johnston for a comprehensive discussion of Anglo-American film problems. The harmonious session brought unanimous expressions of the desirability of the strongest efforts jointly to overcome mutual problems.

Production Activity At UA Sets Mark

Production activity for United Artists release reached a new high this week with 12 outstanding films now before the cameras in this country and overseas.

Eight of the features are in work in the United States and Cuba and four are being filmed in Europe.



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MOTION PICTURE DAILY

Concise and to the Point

VOL. 79. No. 123 NEW YORK, U. S. A., TUESDAY, JUNE 26, 1956 TEN CENTS

Washington

New Anglo-US Pact Talks Set for Sept.

Johnston Advocates Film Trade Amity to UK Press

By PETER BURNUP

London, June 25.—Negotiation for renewal of the Anglo-American money agreement governing the disposition of the British earnings of American films will be held in Washington toward the end of September, Board of Trade officials said today they had agreed with Eric Johnston, president of the Motion Picture Association of America.

At a press conference here Johnston said no agenda for the negotiating meetings had been prepared yet by MPAA, apart from the subject of convertibility of the American companies sterling. Undoubtedly, however, the talks will consider such subjects as the treatment of American-made British pictures and other facets

(*Continued on page* 4)

Form New Firm To Dub, Evaluate Foreign Pictures

The formation of Monte Carlo Film Productions, Inc., designed to act as American representatives for foreign producers and vice versa, has been disclosed by independent producer George Carillon and Hugo Grimaldi, formerly a foreign-language dubbing official with MGM.

As outlined by the new company, the primary function will be the dubbing of foreign language films on an

(*Continued on page* 5)

Reade Named TOA Convention Chairman

Walter Reade Jr., former president and chairman of the board of Theatre Owners of America, has been named executive chairman of the 1956 TOA International Convention and Trade Show, it was announced by Myron N. Blank, president.

The TOA convention and trade

(*Continued on page* 4)

No Decision Yet On Republic Option

The Cantor, Fitzgerald & Co. investment banking group has not yet made an affirmative decision regarding their option agreement to assume working control of Republic Pictures from Herbert J. Yates, Republic president, and his associates, it was reported here yesterday.

B. Gerald Cantor, partner in the West Coast firm, conferred late last week with members of his New York auditing firm, which is checking Republic's books and records here. It is reported that the auditing will be completed this week. Cantor was reported planning to leave Hollywood today for Dallas and Chicago.

Peck and Huston Dedicate 'Melville Square' Today

Special to THE DAILY

NEW BEDFORD, Mass., June 25—Gregory Peck and producer-director John Huston arrived here late today from New York to participate in the festivities and celebrations that will culminate Wednesday evening with the triple-theatre world premiere of "Moby Dick."

The community's "Moby Dick" Festival began soon after the arrival of Peck, who stars in the Moulin Production, and Huston, who produced and directed the Herman Melville classic. Both men were interviewed over the two New Bedford radio outlets after their arrival at the Municipal

(*Continued on page* 5)

Jack L. Warner To Be President

Fabian Out of Warner Deal; Talks Continue

Principal Denies Liquidation Program Planned; Reports Stock Buy Progresses

By SHERWIN KANE

Si H. Fabian, president of Stanley Warner Theatres, has withdrawn as a principal in the deal for purchase of the Brothers Warner controlling stock interest in Warner Bros. Pictures, and as the potential new president of the producing-distributing company, it was learned yesterday.

Jack L. Warner, presently vice-president of Warners in charge of production, is virtually certain to become president of the company with consummation of the stock purchase by the investment group headed by Serge Semenenko, first vice-president of the First National Bank of Boston. He will replace Harry M. Warner, who will retire when his stock holdings have been disposed of, reportedly at a premium price.

This was learned from one of the principals in the deal who also denied reports widely circulated in industry and financial quarters over the past week that the Semenenko group itself would not complete the stock pur-

(*Continued on page* 4)

Company Presidents To Talk Sponsorship Of Academy Telecast

The company presidents will meet with Eric Johnston, president of the Motion Picture Association of America, "in late July or early August" to further discuss industry sponsorship of the 1957 telecasting of the Academy Awards, George Seaton, president of the Academy of Motion Picture Arts and Sciences, stated here yesterday.

Seaton who is preparing to leave here for Europe in connection with European opening of his latest production, "The Proud and Profane," said that he met with Johnston in Hollywood a short time ago and discussed the matter. "The MPAA head

(*Continued on page* 4)

Kirsch Opposed to Gov't Hearings on Ills of Industry

From THE DAILY Bureau

CHICAGO, June 25—Allied Theatres of Illinois and Allied States Association apparently do not see eye-to-eye on some aspects of government intervention in the industry.

Although the national organization initiated the hearings on trade prac-

(*Continued on page* 6)

More Family Fare Needed

Not Enough 'Big' Pictures, Herman King Contends Here

One reason for the current low ebb in theatre attendance is the failure of producers to make enough "big attractions," Herman King, vice-president of King Brothers Productions, said here yesterday. There have been too many small pictures, King said, adding, however, that in making his own personal surveys, he found that a picture that is successful in the U. S. usually is a box-office success in the world market. More than ever before, he said, the "family type" picture is the most successful.

Producers should get out in the field and sell their product, King contended. The personal contacts have paid off in the past, he pointed out. Meeting the public and theatre managers is of the utmost importance, he said.

Most of the King Brothers pictures

(*Continued on page* 4)

Hot Weather Aids Weekend Grosses

Balmy skies and hot, humid temperatures helped boost business in Broadway theatres over the weekend with Radio City Music Hall, Paramount Theatre and Capitol Theatre reporting high grosses as New Yorkers and tourists, or those who did

(*Continued on page* 6)

PERSONAL MENTION

HOWARD DIETZ, Loew's, Inc., vice-president, will leave here tonight for Hollywood.

•

WILLIAM J. GERMAN, president of W. J. German, Inc., will return to New York today from Rochester.

•

ROBERT LANTZ, vice-president of Figaro, Inc., will return to New York today from the Coast.

•

SIDNEY KAUFMAN, president of Grand Prize Films, left here yesterday via B.O.A.C. for England and the Continent.

•

NATHAN JOSEPH of the State Theatre, Chicago, is celebrating with MRS. JOSEPH their golden wedding anniversary.

•

JACK SANSON of the Stanley-Warner Strand Theatre, Hartford, has been elected a director of the Hartford Chamber of Commerce.

•

DIANA DORS and her husband, DENNIS HAMILTON, will arrive in New York today aboard the "Queen Elizabeth" from Europe.

•

HERMAN ARSHAM of the Paramount home office sales department, is fulfilling his two-week Army Reserve obligation as a captain with the Special Services unit at Fort Dix.

•

S. N. BEHRMAN, writer, has returned to New York from France.

•

JACK SCHWARTZ, owner of the West End Theatre, Bridgeport, Conn., has been elected a vice-president of the Bridgeport Jewish Service Bureau.

•

NED S. SECKLER, formerly manager of RKO Radio offices in Brazil, has been promoted to the post of Far Eastern supervisor for the company.

•

EDWIN KNOPF, producer, has left New York for France.

•

ALEX NICOL will leave here today for London via B.O.A.C.

Hardiman Leaves Odeon; Hollywood Post Seen

TORONTO, June 25. — James Hardiman, director of advertising and publicity of Odeon Theatres (Canada), Ltd., who has resigned his post, effective Aug. 18th, has not revealed his future plans.

Hardiman, who joined Odeon in 1947 after serving with the Canadian Army for eight years, indicated only his new position will be "in the motion picture field in Hollywood."

By President Montague

Necessity of Publicizing Rogers Hospital Stressed

Special to THE DAILY

SARANAC LAKE, N. Y., June 25.—The need for stressing the importance of the Will Rogers Memorial Hospital not only within the industry but also to the allied fields of radio and television was cited at the two-day meeting of the officers and board of directors of the hospital which ended here yesterday.

At the Saturday session, A. Montague, reelected president, declared there is a need for publicizing the work at the hospital and bringing this to the attention of the motion picture industry throughout the nation. He said it should be done not only to bring about greater financial support but also to educate those persons who are eligible for admittance to the hospital as patients.

Cites Jolson Bequest

Reporting that the $25,000 left by Al Jolson in his will to Northwood Hospital, which has since closed, will be released to the Saranac Lake hospital, Montague outlined steps that would invite the TV and radio industries in giving active support to the hospital.

Montague said the plan of the hospital board for the taking over of a closed institution in Yonkers has been dropped by reason of the fact that the board of directors of the closed hospital last week decided to give the hospital to St. John's Hospital in Yonkers for use as a nursing home.

Meanwhile, the finance and fund-raising committee, headed by Eugene Picker was authorized to study a proposal to extend the sponsored room projects. The junior committee, whose membership now totals 30, reported arrangements are under way for the sponsoring of a benefit premiere at New York's Roxy Theatre next winter of a 20th Century-Fox production.

Walter Reade, Jr., in behalf of the Theatre Owners of America offered a booth to Variety Clubs International at the September convention of TOA to be held at the Coliseum in New York.

Survey Planned

At the Saturday morning meeting, the executive board of the hospital authorized that a study be carried out of the suggestion made by Dr. Edgar Mayer, board advisor, that hospital facilities be extended to cover all diseases of the chest.

Named as new directors at the Saturday election meeting were Russell Downing, Jack Cohn, J. J. O'Connor, Alex Harrison, James Velde and John Rowley, chief barker of Variety International, who replaces George Hoover. Murray Weiss of Boston, a director of maintenance and construction at the Saranac Lake hospital, was elected a vice-president. San Rosen was named to the new office of assistant treasurer while J. J. O'Connor and Moe Silver, directors on the board, were appointed to the finance and fund-raising committee.

Response to Loew's TV Move 'Terrific'

Response to the announcement of Loew's Inc. entry into the television field has been "terrific," according to Charles R. (Bud) Barry, vice-president in charge of television operations for the company.

Barry stated that his office has been swamped with many letters, wires and telegrams expressing "favorable interest" in the Loew's library and plan for distributing the backlog to TV outlets. He said that no sales or promotion policies have been set thus far.

NFS Handling RKO Backroom in Phila.

PHILADELPHIA, June 25 — RKO Radio Pictures has moved its front office operations to new headquarters here and has turned over its shipping and inspection to the Philadelphia depot of National Film Service, Clark Service, Inc. National Film Service now handles RKO's back room operations in nine exchange cities.

Four other companies in Philadelphia are being serviced by NFS: United Artists, Buena Vista, Republic and Allied Artists. It operates 33 depots across the country.

Governors Attend 'Pardners' Premiere

ATLANTIC CITY, N. J., June 25. —Paramount's "Pardners" had one of the most unusual premieres of the year here tonight at the Warner Theatre. The film, starring Dean Martin and Jerry Lewis, in VistaVision and Technicolor, was held in connection with this week's Annual Governors' Convention. An audience of governors of the 48 states and the U. S. territories and possessions premiered the film along with their wives, gubernatorial entourages and 300 press representatives.

The crowds were dense as Martin and Lewis greeted the arriving governors and were photographed with them in front of the theatre. National magazines, newspapers and wire services covered the event. Tomorrow Martin and Lewis will perform on the Atlantic City boardwalk for the Dave Garroway "Today" television show, and later in the day the comedians will personally entertain the governors at their convention headquarters.

French Cinemas Find 'Loophole' in Law To Avoid City Tax

Special to THE DAILY

PARIS, June 25—A "loophole" in a law passed by the French Government last year is giving theatre exhibitors their "way out" of municipal tax payment!

While several cinemas have threatened to close rather than pay the tax, other exhibitors have examined the 1955 law and found that philanthropic and patriotic clubs may give four cinema performances each year free from taxation.

The "loophole" has spurred the organization of clubs, particularly in the Reims area, where the organizations have grown by leaps and bounds. Organized by the cinemas, the new "clubs" are screening films at the usual prices but, under law, avoiding the municipal tax. By law, an arrangement is made which benefits the associations, but this has proved to be far more beneficial to the cinema than paying the tax.

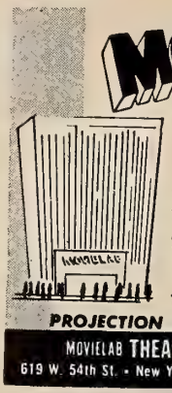
Other cities are currently studying the system and, if the associations can be brought in, the cinemas will play free of the tax, paying only the entertainment tax and the special tax for the aid fund.

Craven Named to FCC

WASHINGTON, June 25 — The Senate has confirmed the nomination of T. A. M. Craven to be a member of the Federal Communications Commission. Craven, a Washington attorney and a former Commissioner, was named to a seven year term starting July 1, to succeed retiring commissioner Edward M. Webster. Craven is a Democrat.

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King Brothers Enter Television Field

King Brothers Productions will step into the television field shortly with a TV series based on Sinbad the Sailor, Herman King said here yesterday. The pilot reel will be made in either Persia or Turkey. There will be 39 half-hour shows. Whether it be made available for sponsorship has not been determined, King said. The Sinbad character will be more of a Robin Hood type than the original, he added.

'Big' Films

(*Continued from page* 1)

for the next two years will be made in foreign countries. King said that it was not wise to make a picture overseas unless the story requires authentic locales. Speaking of upcoming King pictures, he said that "Heaven With a Gun" would be made in Australia; "The Two-Headed Spy" in Vienna; "Mr. Adam" in England or Germany, while "The Syndicate" would be shot away from Hollywood, probably in New York, Chicago and Miami.

'Tomorrow' Included

Also on the schedule are "There's Always a New Tomorrow" and one other untitled picture. As previously reported, the lineup will cost $10,000,000 over a two year period. The King organization will finance all of its own product, with RKO interested only from the standpoint of distribution.

The Kings' latest picture, "The Brave One," will be released late in the summer. Shot in Mexico at a cost of $2,000,000, the pictures introduces Michel Ray, a young boy who was selected after almost a global search for the right type, King said.

Shooting on location in this country or in a foreign country can be costly unless a producer makes a very thorough study of the locale before starting production, King said. He said that in some instances, producers have taken a troupe to a foreign site and then discovered that climate, locale and local conditions were not right and, subsequently, shooting had to be moved back to Hollywood.

Sees Independent Strong

The independent producer today has a strong advantage, King said. If he has the right stars and story, he can practically write his own deal with a major company for release, he said. Speaking of stars, King said that many of them have too many people making up their minds for them in accepting a role. The agent, attorney and business manager all have a say-so, with the result that some stars pass up good opportunities.

King will leave this week for Mexico to screen "The Brave One" for government officials and others in Mexico City.

U.K.-U.S. Pact Talks Set

(*Continued from page* 1)

of Anglo-American film trade relations, he said.

He spoke to newsmen in much the same vein as he did to members of the British film industry at several gatherings last week, enlarging on the theme that a prosperous British industry means a healthy American industry, also.

He repeated his previous dictum that the dimensions of the motion picture pie are virtually unlimited, citing the case of India with its population of 300,000,000, whose living standards are rising precipitously following the influx of foreign capital. It makes a hitherto virtually untouched market, he pointed out.

Sees Same Conditions Elsewhere

The same conditions, he said, apply elsewhere, as in Indonesia and even in Latin America, including Brazil "where we've only scratched the surface up to now."

There's infinite room for more and better pictures, he continued, provided they are made intelligently.

"That's the way I've talked to British producers in the last few days," Johnston told the newsmen. "I told them they don't go out and sell hard enough—not even in America. American circuits are crying hungrily for more product."

He claimed that in Greater New York more than 50 per cent of the theatres now play foreign, including British, pictures. He declared the time is past when the industry depended only on intuition, guessing and showmanship. It is essential, he said, that the industry now ascertain systematically and with scrupulous science why, with the constantly rising graph of public spending, the cinemas are finding less and less available to them.

For example, he asked, why are more men than women attending theatres now?

Calls Good Relations Vital

He repeated that good Anglo-American industry relations are essential to the continued prosperity of the industry everywhere. He declared that the British exhibitor needn't fear TV screens here will be swamped with old American films but added that he readily agreed to discuss this question when the talks on the new monetary agreement occur in Washington.

Johnston was honored here at a luncheon given by members of the House of Commons. He also met with Sir Nutcome Hume, chairman of the Nation Film Finance Corp.

Johnston met today with Foreign Secretary Selwyn Lloyd and other diplomats. He leaves for Berlin tomorrow to attend the Film Festival there.

Reade Named

(*Continued from page* 1)

show will be held at the New York City Coliseum, Sept. 20-24.

Reade, in accepting the assignment, said "we are calling on the individual talents of all exhibitors to solve our difficulties. Experience has taught us that the application of sound principles of showmanship can overcome these obstacles. The main objective of the 1956 convention is to place in the hands of all exhibitors participating, tried and proven ideas on how to improve our box office."

Plan Meeting

(*Continued from page* 1)

was non-committal on industry sponsorship," he said.

The Academy president said that at his meeting with Johnston, talk centered on the 1957 telecasting of the "Oscar" nomination and presentations. While it was indicated that telecasting of the nominations might be done away with, it was pointed out that there are contractual obligations to be considered with the Oldsmobile Division of General Motors.

Special 'King' Showing

Cast members of all leading Broadway shows have been invited to the special screening Thursday morning of "The King and I," scheduled for members of the press at the Roxy Theatre.

39 Films In Work; 8 Start; 3 Finish

HOLLYWOOD, June 25. — The total number of pictures in production reached a high of 39 last week. Camera work started on eight new pictures and three others were completed.

Started were: "Bringing Up Joey" (Allied Artists); "The Delinquents," Imperial Prods. and "The Gun And The Gavel," Albert C. Gannaway Prods., Color (Independent); "The Great American Pastime," (Metro-Goldwyn-Mayer); "The Buster Keaton Story," VistaVision, Technicolor (Paramount); "Run of The Arrow," Eastman Color (RKO Radio); "Teenage Rebel," CinemaScope, De Luxe Color and "Stagecoach To Fury," Regal Films (20th-Century-Fox).

Completed were: "Hollywood Or Bust," VistaVision, Technicolor (Paramount); "Best Things In Life Are Free," CinemaScope, De Luxe Color (20th-Century-Fox); "The Wrong Man," Alfred Hitchcock Prod. (Warner Bros.).

Diana Dors to Meet Press

British actress Diana Dors will be introduced to the trade press today at a reception to be given her by RKO in the Crystal Room of the Sherry Netherland Hotel. Miss Dors, who arrives this morning aboard the Queen Elizabeth, will make her Hollywood screen debut opposite George Gobel in RKO's "I Married a Woman."

Fabian Out

(*Continued from page* 1)

chase from the Brothers Warner an was withdrawing from the negotia tions.

"We are moving steadily towar completion of the negotiations," th principal told MOTION PICTURE DAIL Requesting that his name not b used, he said the complexities o the deal were numerous and it woul be unwise to predict at this stag when a closing might be possible.

In reply to a question, he denie that the new controlling interests ha in mind a liquidation program fo Warner Bros. Pictures, as financia and trade circles have heard. Th aim of the new owners and manage ment, he said, will be to strengthe the company as a film producer an distributor and that only "extraneou assets," which could contribute noth ing to that objective, would be dis posed of.

Asks If They're 'Extraneous'

Again, asked specifically if th Warner music publishing companie and the British theatre propertie might be considered "extraneous as sets," the principal replied "De finitely not. We believe they are useful to the principal business o the company and they will not be sold."

"It will be a streamlining, but not a liquidation, process," he added mentioning certain real estate, such as the studio ranch property, which might be sold.

In this connection there are reports that the Ford Motor Co. is interested in the West Coast property at an unconfirmed price of $5,000 per acre.

Of Fabian's withdrawal as a participant and intended president of the company, the principal said "It was not impossible to work out an arrangement that would permit Fabian to go ahead, but to do so obviously would have been too time-consuming," delaying consummation of the stock purchase and the subsequent management revision unduly.

Family Foundation a Factor

With the Federal consent decrees prohibiting an exhibition alliance with production-distribution, the difficulty of Fabian disposing of his theatre interests to enter the Warner Bros. management and ownership was gravely complicated by the fact that the Fabian exhibition interests are held by a family foundation. Thus, it was more than a personal, or individual, problem in Fabian's case. It entailed, as well, disposition of the theatre interests of other members of the family, thus involving a family trust.

Jimmy Fund Report Due

Ted Williams of the Boston Red Sox will host members of the press, radio and TV at an informal luncheon Thursday afternoon at Fenway Park, Boston, when he will disclose an important announcement concerning the Jimmy Fund.

Peck, Huston

(Continued from page 1)

rport and later led a torchlight otorcade to a hotel. The festival re-mes tomorrow morning when they ll be officially welcomed at the City all and given keys to the city by ayor Frank J. Lawler. The re-dedi-tion of the local square as "The erman Melville Square" will occupy ost of the morning's program.

Guests at the Wednesday premiere, cluding members of the press from l parts of the nation, will receive haler's scrip from the era of "Moby ick." The money is an exact fac-nile of the original and has been issued with U. S. Treasury permis-on for spending in New Bedford. he scrip is being issued and re-eemed by members of the New Bed-rd Merchants "Moby Dick" Assn. $2 denominations.

Three Starting Times

The triple premiere scheduled Wed-sday includes an 8:15 P.M. start the State Theatre followed by 8:45 M. and 9:15 P.M. showings at the mpire and New Bedford Theatres, spectively.

Melville's classic was filmed in a ew Technicolor process designed to capture the atmosphere of the 19th entury whaling story. Peck plays ie leading role of Captain Ahab and co-starred with Richard Basehart, eo Genn and Orson Welles.

Form New Firm

(Continued from page 1)

nlarged scale. In addition, an ad-isory council on distribution and ex-loitation has been established to etermine each film's commercial pos-bilities prior to investment in dub-ing in order to insure that adequate arket acceptance exists for the Eng-sh language version.

Decries Poor Editing

Singling out obstacles hampering ie success of foreign films as the anguage barrier and poor editing, Ca-illion said "those potentially profit-ble pictures are dismissed as 'art ouse subjects.' Another obstacle to uccess has been just bad dubbing. Ve made an extensive survey of the-tres playing 'Ulysses' and 'Helen of roy.' Approximately seventy per cent f the exhibitors didn't know that hese films had been dubbed. On the asis of these findings, we intend to eep quiet about pictures we are dub-ing until they are completed in Eng-ish."

As a reverse to adapting foreign roductions for American viewing, the irm is also offering its services to do-nestic feature and TV film producers vho want their films prepared for for-ign release.

Canadian Imports Up

OTTAWA, June 25.—Canadian film mports increased to $3,033,000 in he first quarter of 1956 in contrast o $2,959,000 in the corresponding uarter of 1955, Canadian Govern-nent reports.

REVIEW:

Rebel In Town

Schenck-Koch-UA

HOLLYWOOD, JUNE 25

To AMPLIFY a popular show business axiom, it would make good box office sense to say "there's nothing wrong with the picture business that a film like 'Rebel In Town' won't cure."

Aubrey Schenck and Howard Koch have reached a new plateau in their prolific picture making association with the presentation of Danny Arnolds completely absorbing story and screenplay. Its unusual story aspect is endowed with classic dramatic values, action and excellent performances, under the expert direction of Alfred Werker.

John Payne and Ruth Roman, teamed as husband and wife in this post-Civil War drama, ring the register with their sensitive projection of emotional conflict; while Ben Cooper, a definite teen-age attraction, has a career piece in this one as the rebel with a conscience.

Others who must likewise be credited with outstanding portrayals are J. Carrol Naish as the father of Cooper, John Smith, Ben Johnson and Cain Mason, all former Confederate cavalrymen, whose Alabama farm is destroyed by Union troops. The father and his sons find themselves in Arizona territory and targets of the law after robbing a bank in desperation.

The film gets off to an electrifying start when Payne's young son, Bobby Clark, indoctrinated with hatred for the rebels, discharges a couple of toy cap pistols which he just receives as a birthday present, in an attempt to frighten Cooper, Johnson and Smith while they are watering their horses. Smith, high strung and nervous, whips out his gun, turns and kills the boy, in what could be construed as an "accident." Miss Roman, who sees the incident, and is shocked by her son's death, tries to prevent Payne from joining the sheriff's posse in tracking down the rebels for fear of further killings.

Payne is determined to find the murderer. He discovers Cooper slumped over his horse with a knife in his back which was thrown by Smith, who was afraid Cooper would tell on him while he went back to town to see if the boy was still alive.

Payne returns with Cooper to his house and brings a doctor in time to save his life from the knife wound. Miss Roman does not disclose the fact that she recognizes Cooper as one of the group she saw, and causes Payne to believe Cooper has been the victim of some rebel bandit.

When Cooper is completely healed and ready to leave the Payne household, little Mimi Gibson, who gave Bobby Clark the birthday present, recognizes him. Payne is about to kill Cooper when Cooper pulls a gun and forces Payne to come with him to the sheriff's office where he is willing to stand trial. An angry mob prepares to lynch Cooper just as Naish and his other sons appear. Naish and two of his sons are willing to have a trial, but Smith tries to escape. In an attempt to use his knife on Payne in a barn fight, Smith feels the blade first and dies.

Les Baxter's musical score and Gordon Avil's camerawork contribute much toward the powerful effect of the drama.

Running time, 78 minutes. General classification. For release in July.

SAMUEL D. BERNS

Remodel Fla. House For "First Run"

JACKSONVILLE, Fla., June 25—The Imperial theatre at 26 East Forsyth Street here has been closed temporarily for alterations, which will include a wider screen and other improvements, it is announced by Lamar Sarra, vice-president and general counsel of Florida State Theatres, Inc. Sarra said he hoped the Imperial can be converted to a "first run" theatre by the move. The Imperial is next to the Palace theatre, which also had been operated by the Florida chain. The Palace is presently being torn down to make way for a parking lot.

SPG, M-G-M Case to NYS Mediation Board

Representatives of the Screen Publicists Guild (District 65) and Metro-Goldwyn-Mayer will appear before the New York State Mediation Board here today in an attempt to settle differences concerning the negotation of a labor contract for advertising-publicity and exploitation personnel at the home office here.

The entire membership of the SPG will meet tomorrow evening at District 65 headquarters here to hear a report on the M-G-M situation, to be told of the happenings at the mediation hearing, and to vote on a self-assessment proposal in event of a strike at M-G-M.

Mary Pickford Heads First Five Entries For Hall of Fame

Mary Pickford, D. W. Griffith, Cecil B. DeMille, Douglas Fairbanks and Charles Chaplin, in the order named, have been selected by over 500 motion picture editors and critics as the first five entries in the new Motion Picture Hall of Fame.

Results of the national balloting were made known Saturday by Jesse Lasky, pioneer film producer, as he presided at the Cavalcade of Film Classics at Westhampton, L. I.

The Hall of Fame committee was recently formed in Hollywood to establish a long-awaited institute commemorating the historical development of the motion picture industry. A museum combined with a hall of fame to be built on the Coast is the aim of the committee.

The three-day festival last week at Westhampton was scheduled to raise funds for the constuction of such a museum. Voting for the initial five members of the Hall of Fame was limited to the period from 1910 to 1920.

King Starts Talent Search in 25 Cities

Director Henry King is currently on a tour of some 25 cities in the East, Midwest and South in search of new talent for upcoming 20th Century-Fox productions.

King, who is making the jaunt in his own plane, will cover the straw-hat circuits, local little theatre groups and resort areas in an extended search for potential new stars and featured performers.

"Despite the new faces discovered and developed by Hollywood during the past two years, there remains a severe shortage of players for both starring and supporting roles," he related before departing on his aerial junket.

"It has become increasingly difficult to cast a major motion picture in Hollywood and the solution to our problem is to comb the country for new and promising players," he added.

Bring Back 'Picnic'

HARTFORD, June 25—The popularity of Columbia's "Picnic" has caused the Capitol Theatre at Middletown, Conn., to reschedule the film again.

Mike Adorno, assistant general manager of M & D Theatres, reports using this advertising copy for the revival run of "Picnic": "More people have asked us to bring back 'Picnic' than any other film in our history!"



Reasons Outlined for Refusal by SAG to Merge with AFTRA

From THE DAILY Bureau

HOLLYWOOD, June 25.—Walter Pidgeon, president of the Screen Actors Guild, in a special report mailed to the membership today, stated six major reasons why the SAG board unanimously rejected a proposal by the American Federation of Television and Radio Artists to merge unions. The statement says such a merger would mean losing control over conditions of employment; weakening the democratic processes; increasing dues; conflicting with NLRB rulings; aggravating jurisdictional disputes; and assuming AFTRA's internal problems.

At present the SAG has jurisdiction over television-film; AFTRA over live-television. The statement says in part, "Because SAG won its fight against AFTRA six years ago, performers today are part of a thriving and growing television motion picture industry. This industry provides at least 50 per cent of total employment of actors in the motion picture field, is paying residual checks on television entertainment at the rate of over a million dollars a year, and many millions a year to performers in use payments for filmed TV commercials."

Hot Weather

(*Continued from page* 1)

not flock to the beaches, attended air conditioned theatres.

Columbia's "The Eddy Duchin Story" rolled up a gross of $103,000 in its first four days at Radio City Music Hall and theatre officials estimate that the opening week's take should be close to $165,000.

The Paramount Theatre, which is presenting "That Certain Feeling," reported that the Paramount production grossed $20,000 on Saturday and Sunday and should do very well in its first week at the showcase. United Artists' "Trapeze," which is at the Capitol theatre here, still is doing strong business, the theatre reports, as it closed its week last night with $60,000.

All other theatres along Broadway said that business was "good" and "fair." The Roxy, with "D-Day, The Sixth of June," in its fourth week, reported "fair" weekend business. The Criterion, with "The Searchers," reported an $11,000 weekend; the Victoria, with "The Catered Affair," reported $10,000 for Saturday and Sunday; Loew's State, with "Safari," said it took in $20,000; while the Astor, with "The Proud and Profane," the Mayfair, with "UFO," the RKO Palace, with "The First Texan," and the Globe, with "The Leather Saint," all reported favorable weekend grosses.

'U-I' to Start 6 in July

HOLLYWOOD, June 25.—Edward Muhl, vice-president of Universal-International, has set dates for six productions to start in July.

Le Roy Reflects Hollywood Attitude

Claims Theatres Generally Unkempt; More Interested in 'Selling Popcorn'



COFFEE AND CIGARS, and some observations on the state of the industry—and the exhibitor's share in it. Mervyn LeRoy at the 21 Club yesterday gives a table side interview.

By LESTER DINOFF

Motion picture theatre owners, operators and personnel "are generally more interested in selling popcorn than in keeping their theatres in the best possible operating condition," so charged producer-director Mervyn Le Roy at 21 Restaurant here yesterday. Le Roy is in New York for screenings of his latest production, "The Bad Seed," which Warner Brothers is distributing.

The industry veteran, who reflected some of Hollywood's attitude towards a theatre's operation and presentation of new product, stated that in many instances, "one, upon entering a local theatre, will find poor maintenance and lighting inside and outside the plant, littered, unsanitary aisles, faulty projection and sound, and smelly rest rooms."

It seems that some theatre people are "more interesting in selling popcorn to their patrons than in the upkeep of their establishment," he said. Le Roy pointed out that the small number of theatres such as these ruin the business for those "who do their best in the presentation of new films."

Criticizes Starting Times

Le Roy also stated that when an exhibitor is given "a quality production," he doesn't play it to his advantage, for the theatreman, he explained, doesn't start his performance at a time which is best for his patronage. "He generally begins his show at a time of the evening when it is too late for school children to attend, for they will get home too late, or at a time when most families are eating dinner," Le Roy said.

Continuing, Le Roy said that theatremen shouldn't always be asking for "more product. There are enough godo films to go around if they would give good films a break." Many exhibitors do not give good films a decent booking and run, he declared.

Le Roy, who will leave here over the weekend for Europe to hold three special showings of "The Bad Seed," said that he is also discussing with Warner officials the release of another of his recent productions, "Toward the Unknown," which he made in conjunction with Toluca Productions, actor William Holden's independent organization. He said that his future production plans include "No Time for Sergeants," the Broadway play. He pointed out that at present he does not know whether he will use the original cast of the show in the film version or will get a Hollywood cast. He did say that "it is a wise move for a producer to use the original cast as they know their roles."

Skouras in London

LONDON, June 25.—Immediately upon his arrival here, Spyros P. Skouras, 20th Century-Fox president, swung into a series of business and social engagements, including meetings with old acquaintances like J. Arthur Rank, Lord Beaverbrook and Lord Bracken. He looked in also on 20th-Fox production activities here, and traveled to Elstree with David O. Selznick to watch studio work on the company's film, "Anastasia." Tomorrow (June 26) he holds a press conference to mark the 40th anniversary of Fox in Great Britain. Then he resumes his journey to South Africa. Laurence R. Kent, who looks after 20th-Fox interests here, is already in Johannesburg.

Kirsch Hits

(*Continued from page* 1)

tices before the Senate Small B ness Committee, Jack Kirsch, Illi Allied president, told the annual m ing of his unit that "our organiza has always maintained that gov ment regulation of any kind or ai our differences in public cannot s our problems."

"Distribution and exhibitio Kirch told the membership, "are tally dependent on one another, the only intelligent approach is get the divergent factors toget with a view of working out these ferences with mutual respect and derstanding of each other's proble If our industry is to survive, and I the term 'survive' advisedly, in vi of present conditions, the time c for statesmanship and delicate lead ship. To this end it has constan been my expressed desire to coop ate in any effort that will bring ab some degree of unity and harmony our business, and the sooner comes about the better."

Kirsch announced that the Illin unit would reactivate its advertisi and promotional committee whi five years ago effectively instituted radio show to stimulate public int est in pictures. Plans will be made put another campaign into work sho ly after Labor Day, Kirsch said.

Reelect Kirsch Head Of Illinois Allied

CHICAGO, June 25—Jack Kirs has been re-elected president for term of three years of Illinois Allie

The following were re-elected for one-year term: Van Nomikos, vi president; Benjamin Banowitz, secr tary-treasurer; B. Charuhas, Ja Clark, James Gregory, Carol Goo man, Don Knapp, Verne Langdo Charles Lindau, Howard Lubline Sam C. Meyers, Richard B. Salki Arthur Sass, Arthur Schoenstadt, Nat Slott, Mayer Stern, Bruce Trinz. Ha ry Nepo was again appointed se geant-at-arms, a post he has held f 25 consecutive years.

Glick Fox Salesman In Cleveland, Dies

CLEVELAND, O., June 25—Funer al services were held here today fo Manning J. Glick, 68, 20th Century Fox salesman. Glick spent 40 year in the Cleveland exchange territor as salesman for a number of fil companies. At one time he owne theatres in Dennison and Uhrichsville O. A past president of the Clevelan Salesmen's Club, and a member o Variety Club, he is survived by hi wife, Mae, a son William and brother Harry, and two grandchildren.

WGAW—Web Contract Approved Unanimously

HOLLYWOOD, June 25. — The membership of the Writers Guild o America—West, at a special meeting here, has voted unanimous approva of the new contract with the net works, which runs until 1960.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79, NO. 124 NEW YORK, U. S. A., WEDNESDAY, JUNE 27, 1956 TEN CENTS

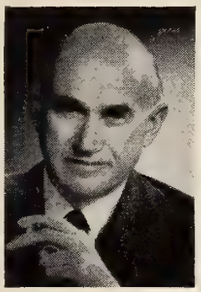
Still Confident

Goldwyn Sees 2-Year Test For Industry

But Says Forced Changes Will Strengthen Position

By SHERWIN KANE

The economics of the motion picture industry is undergoing a revolution that may take two years to complete, but once it is over it will be a sounder but drastically different business, Samuel Goldwyn believes.



Samuel Goldwyn

"I'm as firm a believer in motion pictures as I ever was," the veteran producer said with emphasis. "I believe they're here to stay, but while the whole

(*Continued on page 5*)

License Threat In Milwaukee

Special to THE DAILY

MILWAUKEE, June 26—Milwaukee's Common Council is considering an ordinance giving the city power to license each film shown here unless distributors show more cooperation with the city's Motion Picture Commission and the Common Council's license committee.

The possibility was discussed here

(*Continued on page 6*)

'Moby Dick' Premiere Tonight in N. Bedford

Special to THE DAILY

NEW BEDFORD, Mass., June 26—Colorful festivities today paved the way for the three-theatre world premiere of 'Moby Dick' to be held here tomorrow.

Both Gregory Peck, star of the

(*Continued on page 5*)

Stern Lists Proposals

N. J. Allied Sends Box Office Booster Ideas to Companies

By LESTER DINOFF

Allied Theatre Owners of New Jersey has compiled a number of suggestions on ways and means of bolstering the box office and forwarded them to the sales heads of distribution for consideration, it was disclosed yesterday by Sidney Stern, ATONJ president, who is preparing to leave here at the weekend for Hollywood to survey production's attitude toward theatre operations and exhibition as a whole.

ATONJ, at its late May annual convention, resolved that an industry conference should be set up among the sales heads, their advertising-publicity executives and top circuit and independent theatre promotion executives to discuss proposals which may tend to build business. This resolution, with an accompanying letter, was for-

(*Continued on page 6*)

In Indianapolis

Committee Set To Work Out Credit Plan

Special to THE DAILY

INDIANAPOLIS, June 26—A five-man exhibition committee, representing the 62 theatres in the Indianapolis-Marion County area, has been formed to work with the sales managers committee of the Motion Picture Association of America in the latter's proposal to use this area as a test for its theatre credit card plan.

The committee is composed of Joe Cantor, chairman; Doc Sandorf, Dick Lochry, Dale McFarland and Rex Carr, all prominent in local exhibitor affairs.

Theatremen generally throughout the Marion County territory are high-

(*Continued on page 6*)

34 Nations' Product At Berlin Festival

By Z. VON VOLKMAN

BERLIN, June 26—With 34 nations represented at the Berlin Festival, the films proving most popular here, judging from the applause, are "Invitation to the Dance," "Trapeze" and "Richard III."

Eric Johnston, president of the Motion Picture Export Association of

(*Continued on page 4*)

REVIEW:

MOBY DICK

Moulin Prod.—Warner Bros.

YOU CAN SCARCELY BELIEVE your own eyes as you see "Moby Dick" on the CinemaScope screen—for your good sense tells you there's no such whale—that this is a contraption of the studios. But "Moby Dick" is so real it defies description. John Huston, one of our truly great directors, has produced one of the greatest of all sea stories in a manner that makes it come to life, to convince all skeptics.

The Herman Melville epic of men who go down to the sea in whaling ships was written more than 100 years ago, and during the author's lifetime it was neglected. Then, suddenly, it caught on and for 50 years has been a classic. The original is difficult to read, and some admit that certain passages should be skipped until you have read, and re-read, the story. But more people will know of "Moby Dick" from this exciting motion picture than have read the book up to now.

The story was originally laid in New Bedford, Mass., where whaling

(*Continued on page 5*)

As Matter of Service

FCC May Shift All Television To UHF Band

Might Require 10 Years; Views of Public Invited

By J. A. OTTEN

WASHINGTON, June 26 — The Federal Communications Commission today announced it is considering shifting most, if not all, television broadcasting to the ultra-high-frequency band. It emphasized that it had made no final determination of the matter, but merely wants public comments on the idea. October 1 was set as the deadline for these comments.

The commission also stressed that if any such shift were ordered, it would have to take place over a long transition period, probably 10 years or more.

A major problem to be explored, the commission said, is whether UHF alone can render adequate service for

(*Continued on page 4*)

To Eye Russia For C'Scope

By PETER BURNUP

LONDON, June 26—Hopes of inducing greater interest in CinemaScope in Russia were revealed here today by Spyros P. Skouras, president of 20th Century-Fox, who said he would discuss the matter with Russian film executives later this year during his projected visit to Moscow.

At a press conference today Skour-

(*Continued on page 6*)

Loew's Int'l Shifting Overseas Managers

A series of changes in managerial assignments in M-G-M overseas offices was announced by Morton A. Spring, first vice-president of Loew's International Corp.

Eddie F. O'Connor goes from Japan to Cuba. F. W. N. Beckett goes from

(*Continued on page 6*)

PERSONAL MENTION

MILTON E. COHEN, United Artists Eastern and Southern exploitation manager, is leaving New York for Cincinnati and Detroit.

•

WILLIAM BRANDT, of Brandt Theatres, New York, will leave here today aboard the "Queen Elizabeth" for Europe.

•

WILLIAM S. PALEY, chairman of the board of Columbia Broadcasting System, and MRS. PALEY are in New Bedford today from New York.

•

MORI KRUSHEN, United Artists exploitation manager, is in Washington today from New York.

•

HERB STEINBERG, Paramount exploitation manager, has returned to New York from Atlantic City.

•

ALFRED CROWN, president of Moulin Productions, is in New Bedford today from here.

•

HERMAN KASS, Universal Pictures Eastern exploitation manager, will leave here today for Philadelphia.

•

LEON ROTH, United Artists West Coast publicity coordinator, has arrived in New York from Hollywood, and will leave here shortly with MRS. ROTH for Europe.

•

KAY HARRISON, managing director of Technicolor, Ltd., will return to London from New York today via B.O.A.C.

•

RUBE PERLMAN, of the Distributors Corp. of America selling staff, has left New York for Indianapolis and Cincinnati.

•

HAROLD HARRIS, on the staff of Sargoy & Stein, industry attorneys, is the father of a son born to MRS. HARRIS on Monday.

•

ESTHER WILLIAMS and her husband, BEN GAGE, will leave here today for London via B.O.A.C.

Italy and Spain Status On MPEA's Agenda

The board of directors of the Motion Picture Export Association of America, which will meet here today, will consider an agenda highlighted by talks on film agreements in Italy and Spain and a voluntary surcharge on admission tickets in Argentina, it was reported yesterday.

All Posters Must Carry Symbols

New Set of Censorship Regulations In New Zealand Gives Wide Control

WELLINGTON, N. Z., June 22 (By air mail)—A new set of film censorship regulations has been issued by the government here giving further controls to the censor. This came about, according to reports, as a result of the advocacy of the present censor, G. H. Mirams, supported by minority groups, including the film societies, women's organizations, etc.

Some of the new rulings: All posters and printing have to carry either a letter symbol or the full text of the censor's certificate if other than a general audience classification has been given. There are now five clasifications for certificates; namely, G.Y.A.S. and R. "G" is for a film suitable for general exhibition. "Y," "A" and "S" are recommendatory classifications. "Y" is for films suitable for persons 13 years and more and "A" is for films for adults only, adults being persons 16 years or more.

One 'Omnibus' Classification

"S" is an omnibus classification for special kinds of films recommended for specified groups. Its greatest use is expected to be for the increasing number of films made specially for children or family groups. An "R" certificate means that a film's audience is restricted to exclude certain people. This would apply to the mandatory exclusion of persons under 13, or alternatively, persons under 16. Obligations are placed on theatre managers to refuse admission to excluded classes. Managers as well as young patrons and adults who aided in the offense would be guilty of a breach of the regulations when children or adolescents gained admission to films which were barred by the "R" classification. It is now compulsory for published advertisements of a film to state the censor's classification.

Royal London Welcome For H&L's 'Trapeze'

LONDON, June 26 — Hecht and Lancaster's CinemaScope production of "Trapeze" had its international premiere here tonight before a sell-out audience of world film industry leaders, British royalty and visiting members of the press.

The production, due to open in almost 400 key situations throughout the U. S. over the July 4 holiday week, was premiered at the Odeon Marble Arch here and benefited the Variety Club and the Actor's Orphanage.

Attending the premiere were Arnold M. Picker, United Artists vice-president in charge of foreign distribution; Sir Carol Reed, director of the film, and Sir Laurence Olivier, who headed a group of famous stage and screen artists participating in the premiere festivities.

Altec Service Now Is Altec Companies, Inc.

The name of Altec Service Corp., has been changed to Altec Companies, Inc. president G. L. Carrington announced.

Carrington explained that this change had been made in order to eliminate the inference that corporate activities are limited to the service field. Service is only one of the facets of the Altec organization which also includes Altec Lansing Corp., Peerless Electrical Products and Newpaths, Inc., engaged in the manufacture of sound and electronic equipment, and there are no changes in the names or activities of these companies, he said.

The service business will now be conducted under the name Altec Service Co., a division of Altec Companies, Inc. Headquarters for both Altec Companies, Inc., and Altec Service Co. will remain in New York City. No changes in personnel or operation were announced.

Arthur Dent, Veteran British Film Man, Dies

LONDON, June 26—Maurice Arthur Dent, a veteran of more than 40 years in the film industry here, died at his home last night following a heart attack. He was 68 years old.

One of the founders and directors of Associated British Pictures Corp., Dent most recently was managing director of Advance Films, Ltd., a producing company, and of Adelphi Films Ltd., a distribution company. Dent introduced John Maxwell, founder of ABPC, to the film industry. He assisted in the making of Alfred Hitchcock's "Blackmail" which at its first screening was enthusiastically greeted by writers here as the "best talkie yet—and British."

NFCJ to Dine Exhibitors

Some 30 metropolitan theatre managers will be honored tomorrow at a noon luncheon to be given at the Hotel Waldorf-Astoria by the National Federation of Christians and Jews for their contributions to the success of the 1956 Brotherhood Week. Awards will be presented to the industry officials.

MundtBacksIndustry Hits 'Republic Fund' On 'Blacklist' Charge

From THE DAILY Bureau

WASHINGTON, June 26—Sen Mundt (R., S.D.) sharply criticized the Fund for the Republic's report on blacklisting in the entertainment industries, and praised the motion picture and broadcasting industries for "very important strides" in cleaning out Communists.

In a statement in the Congressional Record, Mundt said the Fund's report represented "still another effort to give aid and comfort to the Communists, both here and abroad."

Mundt recalled that he was a member of the House UnAmerican Activities Committee during the hearings on Communists activity in Hollywood and said the American Motion Picture Producers Association had been most interested and helpful.

Praises Broadcasters

"Many Hollywood producers have tried to clean Communism out of Hollywood as best they could," he said. "To a lesser degree, but to a substantial degree, the radio and television industry has been trying to do something constructive about this problem. It is disquieting and disillusioning, therefore, when the Fund for the Republic now levels the guns of its vast tax-exempt funds against the efforts to keep Communists out of the entertainment world."

Mundt said it wasn't enough that Communist members in the motion picture industry hadn't been able to put Communist propaganda into films, if they had used their large salaries to support Communist causes.

Mundt's praise for the film industry was not unqualified. He said "millions of Americans would like to see the motion picture industry complete its job—because it is still unfinished business—of cleaning the Reds out of Hollywood."

The Legion of Decency was also praised by Mundt for "apprising their people as to some of the Communist films."

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ull-page ad in N. Y. Times, Sunday, June 24



YOUR ATTENDANCE AT OUR PREVIEW INSPIRED A FULL-PAGE N.Y. TIMES AD!

It is another M-G-M First!

Currently in Exchange cities throughout America, Theatre Previews of M-G-M's "SOMEBODY UP THERE LIKES ME" are being held for exhibitors, press, radio, TV, together with the public. Last Sunday we alerted the nation's opinion-makers, through the vast nationwide circulation of the N. Y. Times, to the importance of the picture and its screenings. This full-page in the N. Y. Times lists all the cities where the Previews are being held, with local phone numbers for information about the Previews. It represents a forward step in motion picture promotion.

Additionally, M-G-M is placing another off-beat ad in 75 top cities of America. This display advises the readers of TV pages to anticipate Perry Como's RCA recording of the title song, "SOMEBODY UP THERE LIKES ME" and suggests that they urge disc jockeys to play it.

These two promotions are in addition to the extensive newspaper, magazine, TV and radio campaign behind this widely discussed attraction.

(Available in Perspecta Stereophonic or 1-Channel Sound)

Berlin Fete

(*Continued from page 1*)

America, Ranks' and John Davis are among the prominent industry guests attending the Festival which is now recognized as Class A by the Federation of Producers, rating it on a par with similar festivals at Venice and Cannes.

A jury headed by Marcel Carne for features and Otto Sonnenfeld for documentaries told a press group here that the first three prizes to be awarded will be in gold and some five to 10 in silver. In addition, there is a visitor's poll open to the general public.

Johnston met with MPEAA member company delegates here today at a session presided over by Frederick Gronich, the association's German and Austrian representative. Tomorrow, Johnston will serve as host at a reception for some 600 guests at the Festival where he officially represents the U. S. Later, Berbard Gufler, chief U. S. diplomatic representative in Berlin, will give a luncheon in Johnston's honor.

A frank exchange of German film problems and conditions marked yesterday's final meeting between Johnston and the top leaders o the German film industry.

'All Boats' Campaign Soon to Reach Peak

The current four-pronged advance advertising campaign embracing television, billboards, national magazines and Sunday supplements on Universal-International's "Away All Boats," some weeks ago, in 164 metropolitan counties in the U. S., will reach its peak shortly as the company launches follow-up, point of sale, local newspaper campaigns featuring large blocks of key city space, David A. Lipton, Universal Pictures Co. vice-president, has announced.

"Away All Boats," which is in VistaVision and Technicolor is scheduled to open July 18 and shortly thereafter in key cities of the U. S. having important Naval installations and commands. The newspaper ads in these cities will be equal to the record local point of sale newspaper advertising done by U-I in cooperation with local exhibitors on its all time top grossing films, "The Glenn Miller Story" and "To Hell and Back," it was stated.

Fox to Unveil 'King' Here Tomorrow Night

Top city and state officials, headed by Mayor Robert F. Wagner, will be in the audience tomorrow night when 20th Century-Fox's CinemaScope 55 filmization of "The King and I" bows in its PAL benefit premiere at the Roxy Theatre.

Here from Washington to represent Thailand (Siam) will be an official party headed by the country's ambassador to America, His Excellency Pote Sarasin, and Princess Rudivorivan.

One Man's TViews

by Pinky Herman

ED MURROW will make his motion picture debut next month when he flies to Hollywood to film a prologue to Michael Todd's "Around the World in 80 Days," which is a United Artists release. Murrow saw a special preview of the picture and calls it "One of the finest motion pictures I've ever seen—as enjoyable to my 11-year-old son as to me." unquote. . . . After three years making personal appearances for General Electric in every major city in the land and serving as hostess for all the G.E. telefilm commercials. Kathi Norris will return for a live tv series in the fall. . . . Mel Allen, who, since 1937 has broadcast the tops in sports, including six Rose Bowl classics, 12 World Series and 11 All-Star baseball games (He'll do his 12th Tues., July 12 from Washington, TVia NBC, has signed to ABCoast-to-Coast a new Mon. thru Fri. sports program, "Sports Caravan," sponsored by Allstate Insurance Co. of Chicago. Slotted nationally at 6:35-6:45 p.m., the series will be heard in N.Y. (WABC 6:50-7:00 P.M.) . . . At a press conference, to be held tomorrow at the Waldorf-Astoria, prexy Ely Landau of National Telefilm Associates, will give details about the formation of a fourth tv network. . . . Stark-Layton's NBCupid series, "Modern Romances," now in its third year on TV, moves July 2 to the 4:45-5:00 P.M. slot.

☆ ☆ ☆



Charles Sanford

Charles Sanford, for the past seven years musical conductor for all Max Liebman productions, will baton and will also appear as one of the principals in the forthcoming new NBC-TVehicle, "Washington Square," which will star Ray Bolger. Bill Bacher will produce the series. . . . Produced by Ted Lloyd and emceed by Ray Forrest, "Ask the Camera," seen Sunday mornings locally TVia WRCA, will receive a citation from the Boys Club of America. Only last week the program was similarly cited by the Catholic Youth Clubs of N. Y. . . . Maestro Hank Sylvern, who ork-piloted the series when it was CBSeen two years ago, is again handling the musical chores for Irving Mansfield's "This Is Show Business," now featured on NBC-TV. . . . George Blake Enterprises will shoot a seven-minute-all-color telefilm for U. S. Brewers Foundation under the personal supervision of Richard Donner.

☆ ☆ ☆

Your reporter drove out to Ebbets Field last week and dropped by the announcer's booth where Al Helfer was busy delivering the play by play over Channel 9. It was a terrific see-saw battle with our heroes finally emerging the victors, 9-8, but to us, the score was incidental as we thrilled to the behind-the-scenes activity, the efficient co-operation of the principals engaged in beaming the game via radio and tv to millions of fans. In the fifth inning, Connie Desmond relieved Helfer at the tv mike, while the latter moved over to the radio booth to work with Vince Scully. Allan Roth, the official statistician for the Dodgers, kept slipping notes to the spielers at intervals with ever-changing data on facts and figures while producer Tom Villante, moved silently back and forth between the tv and radio booths with cues, suggestions and, of course, the things that make all this POSSIBLE, namely the messages from the sponsors. The camera and sound crew, by their alert coverage of different parts of the field and rapid action in the close-ups of important plays, proved their right to the reputation as one of the best broadcast teams in the country. So to BBDO, Lucky Strike cigs, Schaefer Beer, Mutual sports director Jack Burnett and the above-mentioned princiPALS our heartiest congrats.

☆ ☆ ☆

The Continental (Renzo Cesano) has just completed his second sked of 13 telefilms at the Empire Broadcasting Studios under the direction of Dave Lion. Program is seen Sunday nites at 11:15 on NBC and sponsored by U. S. Tobacco Co. thru Kudner Agency. . . . Radio Bible Class with Dr. Richard DeHaan, principal speaker, has been renewed for another 52 weeks over ABC Radio starting next Sunday. . . . Henry (Hot Lips) Levine's new "Dixieland Jazz Album" just released by RCA-Victor, is one of the best wax items on the market.

FCC May Shift

(*Continued from page 1*)

the entire nation, or whether it should be confined to the denser population areas, "such as east of the Mississippi River."

Follows Stations' Complaints

With this long-awaited statement on the intermixture and allocation problem, the commission again put off any immediate across-the-board unscrambling of VHF and UHF channels. UHF television station operators have complained that they've been unable to compete with VHF stations in the same area. There are now some 350 VHF stations and 97 UHF stations.

The commission did, however, propose re-shuffling the channel allocations in 13 market areas to eliminate much of the competition between VHF stations and UHF stations in those areas. The commission suggested reshuffling allocations to make each area entirely or predominantly VHF or UHF. The changes would affect only three stations actually on the air; otherwise, the changed channels are not yet assigned. The commission indicated it might make other recommendations later for additional de-intermixture in specific areas.

Power to Be Increased

As other steps to help out UHF operators, the commission said it would boost the maximum power of UHF stations from 1,000 kilowatts to 5,000 kilowatts, effective Aug. 1, and proposed a major research and development program to boost the range of UHF stations.

In its statement today, the Commission again emphasized the inadequacy of 12 VHF channels to furnish a nationwide television system. It said that when it had opened up the 70 UHF channels in 1952, "it was with the expectation that ultimately most tv operations would be UHF."

Many Advantages Claimed

Now, it said, it is inviting comments "on the possibility of ultimately shifting all or a major portion of television operations to the UHF band." It declared that if a suitable means for doing this were found, such a scheme would have many advantages. Obviously, it said, such a shift would have to be put into effect over a transition period "sufficiently long to cover the useful life of VHF-only receivers in the hands of the public."

At present, only some 7,000,000 of the nation's 37,000,000 television sets can receive UHF programs. One possibility during the transition period, the FCC said, would be to have VHF stations broadcast on both VHF and UHF frequencies during these years.

Before Senate Group Today

The Senate Commerce Committee has been scheduled to meet tomorrow to go over an interim report on the tv allocation problem. This report, it was expected, would criticize the FCC for inaction and urge faster measures to solve the plight of UHF operators.

Goldwyn

(*Continued from page* 1)

world has been moving ahead, the picture business has not."

Goldwyn is in New York en route to Europe to help sell his "Guys and Dolls" throughout the Continent where it will open during the summer. He sails July 5 on the three months' trip. Asked for his views on current industry problems, Goldwyn said, "Things don't right themselves once they've begun to slip. You have to step out and do a job.

'Much That Needs Changing'

"There is much that needs changing. Our distribution system is outmoded. There are still too many pictures being made just because that's the only way some studio people think overhead can be met. The obvious thing to do is not to try to fit your production schedule to overhead, but fit your overhead to existing market conditions.

"The greater the number of pictures made," Goldwyn continued, the worse they are likely to be. Mere numbers of pictures won't keep theatres open today. But finer pictures will. And costs must be brought into line with the prevailing conditions. We need courage more now than at any time in the history of the industry. Pictures are being produced which never should be produced. We are doing too many things in outmoded ways.

Sees New Precedents Needed

"When a fine picture comes along, it has to be sold in the same old way all other pictures are sold. We need to establish new precedents; set new patterns and procedures.

"We should stop the phony publicity about huge grosses being piled up by pictures today. Do you think anyone believes that stuff? Do you believe it?" Goldwyn asked.

"We should start advertising pictures truthfully. Stop claiming everyone is the 'greatest.' Every one can't be great and the public knows it. My policy always has been to get behind a hit and boost it, but drop a failure. That's why I'm going out to help 'Guys and Dolls' now instead of starting to make a new picture."

Goldwyn returned recently from the Far East where he plugged his "G & D" at openings in Japan and elsewhere. He said he has production plans for the future but declined to discuss them, explaining that "this is not the right time."

Silent on 'G & D' Grosses

He also avoided questions about "G & D" grosses, saying he never believed in making them public. However, the producer did say that his "The Best Years of Our Lives" was his biggest grosser and probably ranks next to "Gone With the Wind" among the all-time industry record holders. And "G & D" will beat "Best Years," he predicted.

Goldwyn averred that the studios, rather than agents, are to blame for the unusually high terms being demanded for the services of the limited number of popular stars. "They all want and demand the same artists, and usually at the same time. The exhibitors then ask us for 'new faces,' and when the salesmen come around they ask: 'Who's in it?'"

The expected summer attendance pickup will have little significance when it occurs, Goldwyn believes. Improvement must be sustained to be meaningful. This is a year 'round business, he reminded. Television is getting stronger all the time, not weaker, he believes.

"But pictures still belong to the future, not the past," he said.

Moby Dick

CONTINUED FROM PAGE 1

ships set out in the 1840's, but that town is more modern now and precludes the setting. So John Huston found an early version of the whaling port on the coast of Ireland and produced the picture at the Elstree Studios, in England. The magnificence of the production is a technical triumph for all concerned. Gregory Peck plays the obsessed Captain Ahab, who lost a leg to "Moby Dick"—and swears to follow the seven seas until he finds and destroys the monster. He ships a motley crew, including Richard Basehart, as "Ishmael" and Friedrich Lederbur as the cannibal, "Queequeg"—the flotsam and jetsam of many voyages, who sail again on the "Pequod."

As they sail, Elijah, the daft one, tells them that one day Captain Ahab will go to his watery grave but will return from the depths and beckon to them, and all will follow and be lost with their ship—save one, who will live to tell the story. Stumping the deck at night, Capt. Ahab drives them in their relentless search, with no thought except of vengeance. Perhaps the author's motive was allegorical, as a triumph of Evil, but as dramaturgy it is most thrilling and adventurous.

They follow his charts and encounter whales of commercial value, but when the Captain finally sights the Great White Whale he abandons all else. The climactic scenes of the fight in the open sea are overwhelming. Again, you say, there's no such whale—for "Moby Dick" is as big as a ship, as big as an island! He surfaces, spouts, dives and strikes at his enemies with his powerful tail. What a wonder of complex and convincing mechanism! They are finally within reach, in their small boats, with the harpoons of the period, but Capt. Ahab is tangled on the animal's side, in the harpoon lines. He goes down, and when "Moby Dick" returns to the surface—the Captain's dead arm raises and beckons—and the crew ride to their deaths, while the giant whale destroys the good ship "Pequod."

Only Ishmael remains, floating on the coffin which the cannibal Queequeg had made when he foretold his own death—a coffin that was waterproofed, and which carried one to safety. Ishmael, who came down to the sea, returns to the land to tell his story of how all were lost, and that "Moby Dick" still lives in the ocean's depths. There are details that might be shortened, lessened—but the final scenes are worth waiting for. All things surface in this story of the sea and, among them, the performances of many players, the perfection of many processes in our motion picture art.

Not the least of the assets of this wonderful film is a new kind of color—a four-color Technicolor, with a black image added to the three primary colors, as is customary in letterpress color printing. You may wonder why it has taken so long to perfect this added process on the big screen It gives definition, and it sharpens detail. The picture is astounding among marvels—a great epic, greatly produced in our new dimensions. Running time, 116 minutes. General classification. Release in July.

WALTER BROOKS

'Gettysburg' a Special

"The Battle of Gettysburg" will be released by M-G-M in September as a special subject, it was announced yesterday. Special material is being prepared by Howard Dietz's staff as exhibitor aids.

Faas, Veteran of SW Staff, Dies in Albany

ALBANY, June 26—A Requiem Mass was celebrated today in the Cathedral of the Immaculate Conception for James G. Faas, 66, Strand Theatre engineer for 35 years, who died of a heart attack at work Saturday night. Faas had recently resumed his duties after a long illness and appeared for a while to have recovered.

SPG-MGM Issue Aired

The dispute between the Screen Publicists Guild (District 65) and M-G-M concerning wage increases for the film company's advertising, publicity and exploitation personnel was aired yesterday before Howard Danser of the New York State Mediation Board. A decision on the hearing is expected today.

Problem of Newsreel Costs Increases As Theatre Support Lags

Inadequate theatre support is continuing to aggravate the problems of the newsreels, with the future of some said to be in doubt unless current efforts to bring production and distribution costs more into line with prevailing market conditions are successful.

Universal News, according to trade estimates, probably carries the lowest costs of any of the five reels, with Movietone believed to be highest. The other three reels are in-between those cost levels, with none having shown a profit for some time past. Double featuring made the greatest inroads into newsreel circulation but in more recent years news telecasts have been named the villains by many exhibitors.

Hold on to Reels

Despite losses, the distributors have been reluctant to dispose of the reels, recognizing their prestige, publicity and other intangible values. The complaint is increasing in distribution circles, however, that the reels are less able than ever to carry a fair share of their distribution costs despite all economy efforts. Meanwhile, studies of the newsreel cost vs. revenue problems are continuing at all five companies concerned.

'Moby Dick' Bows

(*Continued from page* 1)

Moulin Production, and producer-director John Huston participated in the morning and afternoon ceremonies that saw the renaming of the main square to "The Herman Melville Square" and the awarding of prizes in the famous town's beard-growing contest.

Members of the press arrived here today from New York to witness the festivities at the premieres which are scheduled for the State, Empire and New Bedford Theatres. Peck and Huston will make personal appearances at each of the theatres which are screening the film 30 minutes apart.

U A Slates Paramount Booking; 1st Since '30

Kent Productions' "Johnny Concho," which will have its opening at the Paramount Theatre here sometime in August, will be the first United Artists release booked into the showcase house of the United Paramount circuit since 1930, it was reported here yesterday.

According to a theatre official, the Frank Sinatra independent production will open at the Paramount with Sinatra himself making week-long personal appearances on the stage between showings of the film. It is understood that the run of "Johnny Concho" at the Paramount Theatre will be followed by "The Ambassador's Daughter," which UA also is distributing.

National Pre-Selling

THE editors of "Collier's," sensing that Yul Brynner would have the same type of magnetic appeal for their women readers as motion picture producers expect of Brynner when his first two pictures are shown in theatres, did a thorough-going job on him in the July 6 issue.

Brynner's first starring films are "The King and I" and "The Ten Commandments." Both pictures are mentioned prominently in the article.

"Collier's" assigned photographers Zinn Arthur and Tom Yee and special writer Joel Sayre. They made some attractive photos. One is on the front cover; another on a two-page spread; and Sayre did a good reporting job on Brynner as a personality. He quoted Martha Scott, who plays the mother of Moses in "The Ten Commandments": "Wait till you see Yul! He'll duplicate the appeal Rudolph Valentino had. The women will be crazy about him."

•

Ruth Waterbury has written an interesting profile on Gina Lollobrigida for the June 24 issue of "American Weekly."

•

"Moby Dick" receives substantial promotional assistance in the June 25 issue of "Life." A pictorial story on four pages in full color is the vehicle used for this support.

"John Huston makes stirring movie of 'Moby Dick'" is one of the headlines on the article. "Life" goes on to say, "Now John Huston has made the Melville novel into a fine movie, the third major 'Moby Dick' to appear these past 30 years. But Huston's production, far and away the best of the three, is the only one to come out true Melville."

•

"Bhowani Junction" and "Moby Dick" have been selected by "Redbook" as the two best pictures of the month for July.

•

Al Capp, cartoonist, has drawn a striking ad for "This Certain Feeling" which appears in full color, up front in the June 30 issue of "The Saturday Evening Post."

•

A two-page spread in full color has been devoted to "Moby Dick" in the July issue of "Sports Afield."

•

In an upbeat review of "The Eddy Duchin Story," which appeared in the June 26 issue of "Look," it is reported that Tyrone Power became so dazzingly proficient in copying Eddy Duchin's piano style that Powers' hands were used in the close-ups instead of the usual technique of using the hands of someone actually playing.

•

"War and Peace" is featured in "Seventeen's" July issue. Titled "The Men in Her Life," the spread outlines the film plot and spotlights an interview with Audrey Hepburn on her starring role.

WALTER HAAS

To Eye Russia for C'Scope

(*Continued from page* 1)

as said the major reason for the projected Russian visit is largely to study theatre conditions but that he had wide hopes for interesting the Russians in Fox's CinemaScope process. At the same time, the film executive added that he also had the highest hopes that the Eidophore experiments now in process would lead in the near future to television comparable in all respects to CinemaScope.

Skouras will leave for South Africa tomorrow or Thursday to formally accept on July 1 the Schlesinger theatres whose purchase involves in excess of £5,000,000 of wholly-owned Fox resources. He assured reporters here that the new arrangements guarantee British films equal if not more screen-time in South Africa and admitted that plans are being formed to build a number of drive-ins there. However, he cautioned that the number of outdoor theatres is uncertain until a thorough study of the conditions there may be made by Fox officials.

The Fox executive also outlined the previously reported plans for the employment of independent producers by the studio. He cited as examples the films being made by Darryl Zanuck and David O. Selznick under a plan of complete autonomy, emphasizing Selznick's "Mary Magdalen" as a prime illustration. He assured newsmen that, whether or not Fox resumes trading with circuits, independent exhibitors already fully equipped for CinemaScope will not be disregarded. Insofar as Great Britain is concerned, Skouras added that Fox's total theatre interest here numbers 10 houses, including the Carlton and Rialto in London's West End area.

Skouras emphatically denied reports here that he supported the terrorist movement on Cyprus.

Committee Set

(*Continued from page* 1)

ly in favor of the sales managers committee proposal and will go all out to help put it over with their patrons, it was stated here. Their highly favorable reactions were presented at a meeting here last week with representatives of the MPAA group.

The local exhibition committee, chairmaned by Cantor, has been holding meetings in preparation for the MPAA survey of the area. The survey, which will be conducted by a market research organization selected by the sales managers, will be launched soon to tap the public's reaction to such a credit card plan. It will also seek to find out what the public's attitude is toward motion pictures and the industry in general.

Cantor and his committee also are formulating a number of questions for the survey-takers. These questions will be presented to the sales managers and the survey group when all three meet prior to July 4.

Sales Managers to Pick Survey Firm on Friday

Selection of a market research organization to conduct the Indianapolis-Marion County theatre credit card survey will be made on Friday at the latest by the sales managers committee of the Motion Picture Association of America.

The sub-committee charged with putting the credit card plan into action met last week with representatives of five or six market research firms, which, at that time, presented their qualifications.

According to a member of the subcommittee, some of the survey groups asked for additional time to consider all aspects of the survey and will present some more of their ideas on the study early this week. It is understood that a number of the survey firms which attended the meeting have had industry experience and this will be an important factor to the sub-committee.

Rossellini-Hakim Dispute Is Settled

From THE DAILY Bureau

LONDON, June 26—An amicable agreement in the Roberto Rossellini-Andre Hakim dispite regarding the production of "Seawife" was disclosed here today by Spyros P. Skouras, president of 20th Century-Fox, who reported Rossellini has been paid one-third of the agreed director's fee.

While emphasizing the cordiality of the negotiations and the respect which the studio holds for the Italian director's creative talent, the film executive admitted that Rossellini's script was accorded Vatican approval and maintained that the difference with the Production Code Administration was the outcome of an honest breach of respective viewpoints. He added, however, that Rossellini has hopes that Fox will make another offer to him in the near future.

Andre Hakim has arrived in Jamaica to supervise production details on "Seawife." The story, based on the British adventure novel "Seawyf and Biscuit," concerns four people shipwrecked and adrift on a raft in the Indian Ocean.

License Threat

(*Continued from page* 1)

by the license committee in a debate over the showing of the film "Crime in the Streets" which had a week's run at the Warner Theatre. The commission objected to showing it on the ground that it allegedly was detrimental to youth.

Nat Nathanson, division manager for Allied Artists, said representatives of the Milwaukee branch office would discuss the film with the commission before it shows in neighborhood theatres.

Alderman Fred Meyers, committee chairman, said that unless the distributors and exhibitors showed more co-operation, Milwaukee might have to pass a licensing ordinance similar to the one in Chicago.

ATONJ Ideas

(*Continued from page* 1)

warded to each sales manager, wh replied, according to Stern, that suc a proposal would be favorable.

Stern said that a committee of Ne Jersey allied members have come u with a number of suggestions whic they feel would bolster the box o fice and should be considered by th various Motion Picture Association America committees which are worl ing on this matter. He said that th suggestions were forwarded to th sales managers.

The head of the regional unit Allied States Association listed fou of the suggestions. Stern said tha "motion picture advertising hasn changed in 20 years and therefor should be brought up to date. Th must be considered along with a close scrutinization of the newspaper place ment of motion picture ads because i many cases we find ads competing o the same page with ads for television.

Objects to Clips on TV

Stern, continuing on, said that ther should also be a closer watch on th use of film clips from motion picture on television programs as a means o promoting new films. He said that i many cases a TV viewer, seeing th film clip, would not come to see th entire picture in the theatre becaus he may be instilled with the impres sion that he saw the film before.

The ATONJ head also pointed ou that his membership feels that ther should be some larger use of an in dustry research organization, on a re gional basis, to find out what th public wants in motion picture enter tainment; to find out whether they lik musicals, dramas, action films, etc.

Stern said that while in Hollywood he will attempt to determine produc tion's attitude towards exhibition "from the small to the big people."

Loew's International

(*Continued from page* 1)

Cuba to Venezuela. Bernard Blai goes from Venezuela to Japan. Bronis lau Landau goes from Singapore t Manila and Al Cassell goes from Ma nila to Singapore.

The resignation of Adolph Judall administrative manager of M-G-M o Brazil, for reasons of ill health, also was announced.

Brief Illness Is Fatal to Boris Vermont of Fox

Boris Vermont, internationally known producer of motion picture documentaries died Monday evening at Mount Sinai Hospital following a short illness. At the time of his death Vermont was chief of the department handling foreign versions for 20th Century-Fox.

Vermont was born in St. Petersburg, Russia, in 1903. He came to the United States in 1942. During World War II, he was in charge of foreign versions of films produced for the Office of War Information.

Funeral services will be held at 2:00 P.M., tomorrow afternoon from Riverside Chapel.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79, NO. 125 NEW YORK, U. S. A., THURSDAY, JUNE 28, 1956 TEN CENTS

King Still Hopeful

Tax Bill Draft Before House Group Today

Attempt Will Be Made to Ease Admissions Levy

From THE DAILY Bureau

WASHINGTON, June 27 — The House Ways and Means Committee is getting ready to resume work on excise taxes.

The committee said it would meet tomorrow to begin going over a draft of a bill embodying dozens of technical excise tax changes previously approved by the committee on a tentative basis. Some committee members hope to add to this bill a provision calling for reduction of the admissions tax, but it's not clear just when a vote on this might come or whether it would be successful.

The committee will probably be working on the comprehensive bill for many days. Committee members say

(*Continued on page* 4)

All Had a 'Whale' Of a Time as 'Moby' Took New Bedford

By WALTER BROOKS

NEW BEDFORD, Minn.—This city has never seen such a time, since the memory of the earliest whalers. There were 35,000 at the airport when the stars of "Moby Dick" arrived here, and the police say they expect worse, as of tonight, at the world premiere, in three theatres. We've been riding in prowl cars, peacefully of course, and as a guest, and we heard the

(*Continued on page* 11)

WRCA-TV Acquires 15 Columbia Films

WRCA-TV has purchased 15 first-run feature films for exclusive showings on television in the metropolitan New York area during the next three years from Hygo Television Films, it was announced here yesterday by William N. Davidson, manager of WRCA-TV.

The 15 films, all produced by Co-

(*Continued on page* 4)

RIDGEWAY CORP. SURVEYING U. S. FIELD FOR VIDEO FILMS

By LESTER DINOFF

Ridgeway Corp., the Canadian holding corporation which sought to acquire the Loew's, Inc., film library for television distribution, is surveying the motion picture industry with an eye toward absorbing companies which have their feature film libraries "intact or partially intact" for sale to television outlets, according to chairman Louis Chesler.

The Canadian financier yesterday said that Ridgeway is studying other fields of activity for investing its monies and the motion picture industry is one such field. He said the oil and gasoline business and the real estate field are other industries under consideration.

Chesler stated that his holding group is mainly interested in motion picture companies which have their film libraries "intact or partially intact" and would make overtures to such companies in the industry. It was indicated that while Loew's Inc., had turned down Ridgeway's offer of $50,000,000 for its backlog, Ridgeway is still interested in acquiring the backlog even though Loew's has decided to distribute the backlog itself to television. Other companies which were mentioned by Chesler were

(*Continued on page* 4)

380-Date 'Trapeze' Bows Start Today

Hecht and Lancaster's "Trapeze" today will launch a 380-date saturation booking blanketing the 32 exchange areas in the United States and Canada. The across-the-board bows follow premieres in Los Angeles, New York and Chicago.

The multiple openings of "Trapeze" are backed by a $2,000,000 UA promotion featuring a $333,000 slate of full-page and multiple-page magazine ads timed to give maximum sup-

(*Continued on page* 4)

TOA Asks MPA Aid For Sept. Convention

Officials of Theatre Owners of America will meet with Motion Picture Association of America executives here today to re-new their bid for production-distribution support for the 1956 TOA international convention and trade show which will be held at the New York City Coliseum, Sept. 20-25.

Myron N. Blank, president of TOA, will head the exhibitor delegation to the meeting with MPAA vice-presi-

(*Continued on page* 2)

Senate Committee Delays TV Allocations Report

From THE DAILY Bureau

WASHINGTON, June 27—The Senate Commerce Committee put off briefly issuance of a report on television allocation problems.

The committee was scheduled to approve today a staff report dealing

(*Continued on page* 4)

Right to Sue Is Upheld in Mississippi Fraud Suit

Special to THE DAILY

OXFORD, Miss., June 27—Judge Allen Cox of the United States District Court for the Northern District of Mississippi yesterday overruled, at the conclusion of oral argument, motions made by exhibitor defendants in

(*Continued on page* 4)

Department of Justice Agrees to Another AB-PT Divestiture Extension to Sept. 3

From THE DAILY Bureau

WASHINGTON, June 27—The Justice department has agreed to another 60-day extension—until Sept 3—in the divestiture deadline of American Broadcasting-Paramount Theatres.

Justice officials said that the company still had 24 theatres to dispose of under the Paramount consent decree, 22 of them in a joint ownership with Maine and New Hampshire Theatres. The company is the only one of the five major companies sued in the Paramount case that has not completed its divestiture, but it had the largest number of theatres to dispose of.

'Monopoly' the Issue

AB-PT Merger To Be Studied In House Probe

Committee Also Is Eyeing NBC-Westinghouse Deal

By J. A. OTTEN

WASHINGTON, June 27 — Chairman Emanuel Celler (D., N. Y.) listed Federal Communications Commission approval of the American Broadcasting - Paramount Theatres merger as one of the subjects to be studied by his House judiciary subcommittee's investigation of television. The subcommittee started its study of "monopoly problems in the television broadcasting industry" today.

Coincidentally, it was learned that the Justice Department is using a grand jury in Philadelphia to investigate possible anti-trust law violations in the acquisition by NBC of West-

(*Continued on page* 4)

NY Opening Tonight Of 'The King and I' At the Roxy Theatre

One of the largest groups of dignitaries representing the entertainment, diplomatic, political, civic and social worlds is expected to attend the world premiere tonight at New York's Roxy Theatre of Rogers and Hammerstein's "The King and I" which will benefit the Police Athletic League.

The 20th Century-Fox CinemaScope 55 film presented by Darryl F. Zanuck will be premiered simultane-

(*Continued on page* 4)

ABPC Votes 12½% Dividend on Common

By WILLIAM PAY

LONDON, June 27—A 12½ per cent dividend on ordinary stock has been declared by the Associated British Picture Corp., Ltd., which, with the previous period's dividend, makes a 20 per cent total dividend for the year ending March 31, 1956.

ABPC reported today that this

(*Continued on page* 4)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from the Coast.

•

ROBERT LANTZ, vice-president of Figaro, Inc., and F. E. JOHNSON, production manager, will leave New York today for Hollywood.

•

MIKE SIMONS, M-G-M customer relations director, became a grandfather when his daughter, MRS. FREDERICK B. JONES, gave birth to a girl at Nassau Hospital, Mineola, L. I.

•

ILYA LOPERT, president of Lopert Films, will leave New York by plane on Sunday for Los Angeles.

•

ALEXANDER MACKENDRICK, British director, will leave New York today for Hollywood.

•

JULIAN BASS, theatre department account director for Donahue & Coe., advertising agency, will leave New York tomorrow for the Coast.

•

BARRY JONES, British actor, arrived here yesterday from London via B.O.A.C.

•

VICTOR YOUNG, musical conductor, has arrived in New York from the Coast.

•

KATHERINE SULLIVAN, of the executive department, American Broadcasting-Paramount Theatres, will be married on Saturday at St. Francis Xavier Chapel, Brooklyn, to ERIC H. ERICSSON, manager of the Paramount Pictures real estate and insurance department.

Gerard in D.C.

Philip Gerard, Eastern publicity manager of Universal Pictures, is in Washington today for conferences with government officials on "Walk the Proud Land" and "Battle Hymn" and a luncheon reception on "Away All Boats." Gerard will confer with Department of Interior officials on plans on "Walk the Proud Land," based on the life of an Indian agent.

Susan Ball Campaign Due

CHICAGO, June 27—City residents will "lay it on the line" this week when more than 63,000 quarters will be collected by the Susan Ball Memorial Fund for the City of Hope. The quarters will be laid on a "Loop" sidewalk to form a unique mile of mercy and will be set in 12 block-long rows on an adhesive tape strip.

Name Co-Chairmen Of TOA Convention

R. M. Kennedy, Robert L. Livingston and Burton L. Jones have been appointed co-chairmen of the 1956 TOA international convention and trade show which will be held at the New York City Coliseum, Sept. 20-25, it was announced yesterday by Myron N. Blank, TOA president.

Kennedy is president of Alabama Theatre Association. Livingston is secretary of national TOA and president of the Nebraska Theatre Association. Jones is owner-operator of the Capri Theatre in San Diego, Cal.

Martin and Lewis Aid 'Pardners' Preview

Dean Martin and Jerry Lewis last night were on hand at New York's Mayfair Theatre to welcome newsmen and theatre customers to a preview of the team's latest Paramount picture, "Pardners." They cavorted in the theatre lobby for the benefit of news cameramen.

Fresh from the annual Governors' Conference in Atlantic City where the comedians played host to the states' chief executives at a special preview of "Pardners," Martin and Lewis made their Mayfair appearance last night in conformance with their plans personally to promote the VistaVision-Technicolor comedy.

During July, Martin and Lewis will make personal appearances at the 500 Club, Atlantic City, and the Copacabana, New York. Tomorrow and Saturday, the boys will conduct a telethon for 21 straight hours over WABD-Dumont (Channel 5) on behalf of the muscular dystrophy campaign.

Michigan Products Tax Put to Test by NSS

DETROIT, June 27—Trial is under way in the Circuit Court of Wayne County to set aside the ruling of the Michigan Department of Revenue taxing various products of National Screen Service at the rate of 3 per cent.

Michigan Allied is entering the case as amicus curiae, and suggesting to exhibitors they withhold the tax payment when remitting for bills, pending settlement of the case.

Binford Critically Ill

MEMPHIS, June 27—Loyd T. Binford, 89, who retired as chairman of the Memphis and Shelby County Board of Censors on Jan. 1, is critically ill. He has entered Baptist Hospital suffering from complications following an attack of influenza several months ago.

TOA Seeks

(*Continued from page* 1)

dent Ralph Hetzel. Blank arrived in New York from Des Moines yesterday for two days of conferences pertaining to the TOA convention.

The exhibition industry leader will report on the TOA convention and on the MPAA meeting, plus other industry issues, at a press conference which will be held at TOA headquarters here tomorrow morning.

The TOA request for convention support was presented initially to the MPAA last year when Blank met with MPAA president Eric Johnston in regard to having foreign film industry officials invited to the U. S. to attend the TOA convention. It was reported then that the exhibitor organization's request was turned down.

Blank, it was reported yesterday, also will offer exhibition support to the MPAA member companies and their various committees which are striving to devise ways and means of revitalizing the box office. It was pointed out yesterday that the "ultimate purpose of the TOA convention is to assure some constructive money-making ideas to those theatremen attending the convention." According to TOA, the convention will place in the hands of exhibitors tried and proven ideas on how to improve the box office.

Met on 'Credit Card' Plan

Thus far, the sole MPAA group which met with exhibitors for their ideas on business boosters was a sub-committee of the sales managers committee of the MPAA in regard to the Indianapolis test on the committee's credit card proposal.

Walter Reade, Jr., TOA executive convention chairman, has met with a number of distribution officials in recent months regarding convention support and participation by the companies. It was reported by Reade that the companies were non-committal in joining with the exhibitor group in making the convention an "all industry exposition" to which the public might have been invited to attend also.

TOA Mailing Applications

Theatre Owners of America has mailed out to its membership application blanks for registrations to the exhibitor group's forthcoming convention here. The application forms also include information concerning hotels and their accommodation rates.

Circle Lab. Sold

The sale of Circle Laboratories, Inc., to a group headed by Fred Todaro was reported yesterday by Herbert R. Pilzer, president of Circle for the past six years. Todaro said his group will provide its own management.

Sure, and the Irish Likes Rock 'n Roll

Special to THE DAILY

DUBLIN, June 27 — The rock roll beat apparently has as much effect here with teen-agers as it do in America, according to the Carlt Cinema here where Columbia's "Ro Around the Clock" has set a ne house record.

Theatre manager Desmond O'Kee reported that the first five-day gro for the film which made its Eur pean premiere here was £1,802 £80 greater than the house reco for five days.

Maco Disposes of 3 Theatres in St. Paul

Special to THE DAILY

MINNEAPOLIS, June 27 — An nouncement of the sale of Minnesot Amusement Co.'s three St. Paul neigh borhoods—the Uptown, St. Clair an Center Theatres—to Arthur Steven owner of the Arcade and Gem in S Paul, brought a denial from Charle Winchell, president, that the circui plans any further liquidation.

Will Take Over July 13

Stevens announced that he will tak over the three theatres on July 13, th Uptown and St. Clair by outright pur chase and the Centre on a lease Stevens said that he plans no immedi ate changes in policy for the theatres continuing the Uptown on a 28-da break, the Centre on 35 and St. Clai on 49. Arcade will continue on 2 days and the Gem on 49 days wit Robert Hazelton of Minneapolis tak ing over buying and booking for al five stands.

Stevens is a veteran of 15 years i the motion picture business, having purchased the lower Minneapoli loop Savoy (now the Grand) from Harry Dreyer in 1941. The house was later sold to Benjamin N. Berger.

No More Local Houses

Maco's sale of the three St. Paul properties eliminates its last neighborhood theatres in the city. Several months ago the circuit sold its Capitol Theatre to Martin Lebedoff. Maco will continue to operate the Paramount as its No. 1 house in the city with the Riviera as a "B" house.

The company operates three loop theatres in Minneapolis and two neighborhood houses, the Uptown on 28 days and the Rialto on 35 days. Winchell said the circuit does not plan to dispose of either house and has scheduled extensive remodelling and redecorating at the Rialto.

Sale of the three St. Paul houses brings Maco's total down to 38 theatres from a high of 96 during the war years and prior to the Paramount decree.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

John Agnos has been appointed manager at the Tower Theatre, Chicago, which was re-opened this month by Stanford Kohlberg.

□

Budd Rogers, has been appointed producers representative for the science fiction feature, "Godzilla."

□

Mrs. Nellie Jo Espin, member of the United Artists booking department in Atlanta, has resigned to join her husband in Caracas, Venezuela.

□

Paul Vogel, co-owner of several drive-ins in Ohio and Maryland, will head the reserve officers' training school in Fort Breckenbridge, Ky., during a two-week service period.

□

Frank B. Walker, MGM Records general manager and Loew's, Inc., vice president, has been elected president of the Record Industry Ass'n. of America to fill the post vacated by James B. Conkling of Columbia Records, who resigned.

□

A. O. La Flamme resumes the management of Stanley Warner's Strand Theatre in Albany, on July 1, after a month's leave of absence.

Mich. Allied Opposes Games in Theatres

DETROIT, June 27—Michigan Allied has gone on record against efforts to revive "Bingo," "Beano," "Corno" or any form of gambling.

The state constitution forbids gambling, and the Michigan Supreme Court has decided these games constitute games of chance.

Allied decried efforts to encourage these practices stating, "The theatres of Michigan believe that if we are to maintain a well regulated and governed state we had better abide by the state constitution and the decision of our highest state court."

'Finger of Guilt' to RKO

RKO has acquired distribution rights in the Western and Eastern hemispheres, excluding the United Kingdom, to "Finger of Guilt," it was announced this week by Walter Branson, vice president. Produced and directed by Alec Snowden under the title of "Pay the Piper," the feature stars Richard Basehart and Mary Murphy. Tony Owen served as executive producer.

"Adapted for the screen from one of the world's greatest books, the movie counterpoints the story of a young girl maturing through love against the vivid, turbulent background of a nation engaged in total war," explains entertainment editor Edwin Miller. "Audrey Hepburn charms three leading men in the film."

For Whole System in Autumn

Plan Closed Circuit Video For Maryland School Unit

Special to THE DAILY

HAGERSTOWN, Md., June 27—The Washington County Board of Education, with headquarters here, today announced plans for installing the nation's first large scale closed circuit television institutional program throughout an entire public school system.

Superintendent of Schools William M. Brish disclosed that the program will be instituted when school opens in September, with more than 6,000 pupils in two high schools and six elementary schools receiving an important part of their daily instruction by television. Present plans call for the extension of the program to the entire Washington County school system by September, 1958, with all 47 schools supplied with closed-circuit equipment and approximately 20,000 benefittted from direct instruction by tv. Under the plan outlined by Brish, all necessary equipments for school installations during the life of the project, presently planned for five years, will be contributed by the nation's leading electronic manufacturers through their official trade association, the Radio-Electronics-Television Manufacturers Association (RETMA). Funds to provide for the training of personnel and for supervising the program will be granted by the Fund for the Advancement of Education, an independent agency which has been established by the Ford Foundation.

Daylight Saving Again Proposed in Detroit

Special to THE DAILY

DETROIT, June 27—Petitions are again being circulated to change the city charter to institute Daylight Saving Time.

This was attempted, but failed in 1954, when the necessary number of signatures to force the Common Council to place the issue on the ballot were not obtained. Required for this are 21,000 signatures.

Drive-In owners point out with Detroit's placement within the time zone, this would mean a 10:00 P.M. opening. Four-wall theatre owners fear children would be playing too late, and in spring and fall attendance would drop since youngsters attending school would get insufficient rest.

It is also feared the move in Detroit would be followed by smaller communities. Industry leaders are checking signatures to ascertain if signers are both "qualified and registered."

Loew's Jersey Drive-In Will Open on Saturday

Loew's new "35" Drive-In Theatre, on Route 35, near Keyport, N. J., New Jersey's newest outdoor theatre, will be opened on Saturday. The opening attraction will be John Ford's production of "The Searchers," starring John Wayne, with "The Magnificent Roughnecks" as the associate feature.

Loew's new "35" is the first theatre of its kind to be operated by the Loew circuit in the East. The new operation will accommodate 1,200 cars. Children under 12 will be admitted free.

'Intrigue' to Victoria

United Artists' "Foreign Intrigue" will open in New York at the Victoria Theatre on July 12.

Mexican Films Decline At Puerto Rico B. O.

Special to THE DAILY

MEXICO CITY, June 26—Puerto Rico is looming as a problem market for Mexican film producers.

Particularly concerned is Peliculas Mexicanas, oldest independent distributor of Mexican films in Latin America outside Mexico, which is currently considering various means to halt dwindling business in Puerto Rico. Even though they recently acquired two theatres there for the exclusive showing of Mexican product, the box-office decline has yet to be halted.

U. S. Imports a Factor

The influx of American "spectaculars" and a comparable increase in the number of other foreign films were cited as reasons for the gradual decline of Mexican film popularity. J. H. Odell, vice-president of a 50-theatre circuit in Puerto Rico, who recently visited Mexico City to select Mexican product for exhibition, said he would book no Mexican films unless there is a proviso in the contract that the films purchased would not be leased to TV stations for the next five years.

No Toll TV in UK Seen by Greenwood

HOLLYWOOD, June 27 — Scant likelihood that Great Britain will adopt toll-television in the predictable future was stated here today by Jack Greenwood, manager of the Producer's Guild Studio in London, while addressing the TV and radio members of the Writers Guild of America.

At a seminar at the Beverly Hilton Hotel, Greenwood said British televiewers already face the expensive conversion of their TV sets to receive commercial telecasts and, in addition, have "repugnance against the coin-in-slot aspect of pay-TV."

Urges Faith, Ideas

Johnston Hits Inertia in Talk To Germans

Special to THE DAILY

BERLIN, June 27—Eric Johnston, president of the Motion Picture Export Association of America, was guest of honor at a meeting here today with civic officials and representatives of the German and U. S. motion picture industries.

In addressing the group, Johnston said that "I can't think of anything worse for us in the film industry than to shake our heads, sit back on our haunches, wring our hands and say 'there's nothing I can do about it.'

"Whether in Germany, America or elsewhere there's no quicker, more sure-fire recipe for failure. I refuse to believe that we are so bereft of ideas and so lacking in faith that we can't make substantial contributions to improving things."

AMPA Will Observe Its 40th Anniversary

A special 40th anniversary luncheon committee was named at a luncheon attended by all officers, directors and members of the ways and means committee of the Associated Motion Picture Advertisers by president Dave Bader.

The committee, headed by Paramount's Bob Montgomery, AMPA secretary, will function for a 40th anniversary luncheon for the Fall. Members under Montgomery are Gordon White, Vincent Trotta, Lige Brien, Ray Gallagher and Edward Kestenbaum.

Deitch Joins CBS-TV

The appointment of Gene Deitch, well-known animated film director, to the newly-created post of creative supervisor of Terrytoons, a division of CBS Television Film Sales, Inc., has been announced by William M. Weiss, general manager of Terrytoons. The appointment is effective immediately. Deitch was supervising director of United Productions, New York, from 1951 until early this year, and more recently has been creative supervisor for Robert Lawrence Productions, commercial film studios.

96 Ohio Patrons Took Buck Night Seriously

CAMBRIDGE, O., June 27—A Cambridge drive-in operator ruefully admits that he probably holds the national record for the number of persons aboard one vehicle admitted for a total admission of $1 on "Buck Night" when all vehicles are admitted for $1 regardless of the number of persons. A tractor pulling a haywagon appeared. Aboard were 96 eager patrons.

Tax Bill Draft

(*Continued from page* 1)

there's very little chance of the bill becoming law this year, since it will be so late in the session before it is reported by the committee.

Members said the committee also hoped to start meeting late next week, possibly Thursday, on individual bills being brought up for a vote by members of the committee. Rep. King (D., Calif.) is demanding a vote on his bill to make the 10 per cent tax apply only to that portion of the admission cost over $1. Again, however, it is now late in the session to be moving such a bill, especially in view of expected strong Treasury Department opposition.

Alternate Meetings a Possibility

If voting on the technical excise bill drags on very long, officials said, the committee might decide to alternate meetings on this bill and on members' bills.

Officials of the Council of Motion Picture Organizations admitted that the industry faces a hard, uphill battle for relief this year, but indicated they have not given up hope and will keep trying.

WRCA-TV Acquires

(*Continued from page* 1)

lumbia Pictures, will be presented on the stations "Evening Theatre," "Continuous Performance," "Eleventh Hour Theatre" and "Midnight Movie" programs.

The 15 films are "Pardon My Past," "Astonished Heart," "Madeline," "Hound of the Baskervilles," "The Adventures of Gallant Bess," "Wreck of the Hesperus," "Escape in the Fog," "Trail of the Vigilantes," "The Walls Come Tumbling Down," "Two Yanks in Trinidad," "They Dare Not Come," "Adventure in Washington," "Diamond Jim," "House of the Seven Gables" and "Hired Wife."

Ridgeway Corp.

(*Continued from page* 1)

20th Century-Fox, which has only released 52 films from its library to tv, and Paramount Pictures, which has released its shorts library and some of its "Popeye" cartoons to tv, but none of its feature backlog.

The Ridgeway chairman stated that he is not interested in stepping into film production, but only in "absorbing a company for its library which has great values."

Ridgeway Corp. is the corporate shell of the former Campbell, Wyant & Cannon Foundry.

Johnston to Address NEA

Eric Johnston, president of the Motion Picture Export Association, will return to New York over the weekend from Berlin and will immediately leave here for Portland, Ore., where he will be guest speaker on Monday at a convention of the National Education Association.

AB-PT Merger Under Fire

(*Continued from page* 1)

inghouse Broadcasting Company's Philadelphia television station. This deal was the subject of lengthy questioning at the Celler hearings today, with FCC officials defending their approval of the transfer.

The grand jury, it was learned, has subpoenaed officials and records of NBC and Westinghouse in an effort to determine whether NBC forced Westinghouse to sell its Philadelphia station under threat of loss of NBC affiliation for three Westinghouse outlets.

Westinghouse sold its Philadelphia radio and tv stations to NBC in exchange for NBC's radio, FM and tv stations in Cleveland, plus $3,000,000 cash. Justice apparently couldn't get the testimony and records it wanted without subpoenas.

Questioning Is Spirited

FCC chairman McConnaughey had barely started reading a 19-page statement to the Celler subcommittee when he ran into a barrage of questions on the liaison arrangements between Justice and the FCC. Celler then announced the subcommittee "is going into two specific cases to see how this liaison actually works—the NBC-Westinghouse transfer in Philadelphia and the recent merger between American Broadcasting Co. and United Paramount Theatres."

However, all of today's questioning dealt with the Philadelphia situation, and the committee didn't get to the AB-PT merger today. In his prepared statement, McConnaughey mentioned the merger, declaring the FCC had decided that "in spite of the past anti-trust history of some of the principals of United Paramount Theatres, the transfer would be in the public interest—primarily because it would strengthen the third competitive network in the radio and television fields."

Democratic members of the subcommittee and subcommittee lawyers, in their questioning of McConnaughey, made plain their feeling that the commission should not have approved the transfer of the Philadelphia station from Westinghouse to NBC, that Westinghouse had acted under duress, and that the transfer gave NBC an undue concentration of television station outlets in the Middle Atlantic area.

Celler Cites 'Danger Signal'

They quoted extensively from reports of FCC staff investigators bearing out these contentions, and Celler told McConnaughey that the commission had been given a "clear danger signal."

McConnaughey insisted the commission had acted only after getting full information from all parties, and that since Westinghouse did not mention any duress in its replies to the commission, a majority had decided the transfer should be allowed. He added that the FCC had done this "only on the understanding that it was not foreclosing the Department of Justice from taking appropriate action should it determine such action was warranted."

In his opening statement, Celler said the subcommittee would study such problems as the plight of UHF broadcasters, the FCC's chain broadcasting regulations, relations between tv networks and affiliates, and various tv network practices, such as option time and "must buy" clauses. All these matters have been recently the subject of extensive hearings by the Senate Commerce Committee.

Senate Group Delays

(*Continued from page* 1)

with de-intermixture and channel assignments. However, in view of the Federal Communications Commission's order yesterday on TV allocations and in light of a separate report submitted by Sen. Bricker (R., O.), the committee decided today to order the staff to draw up a new report, taking into account the FCC decision and the Bricker views. Committee officials said they hoped the new report would be ready within a week or ten days.

ABPC Votes

(*Continued from page* 1)

dividend compares with 20 per cent plus a bonus dividend of 10 per cent last year. Group trading profits totaled £2,024,948 as compared with £2,988,093 for the preceding year. Net profits after providing all charges were £583,517 compared to £1,025,399 for last year. £750,000 were transferred to television contingencies reserves which are intended to be available against the initial losses by the TV subsidiary subsequent to March, 1956, and various other contingencies.

Marcus Again Plugs All-Industry Parley

MILWAUKEE, June 27—The need for a round table meeting in an effort to find ways and means of combining the efforts of all branches of the industry to see what steps may be taken to aid the sluggish box-office problem has been pointed up again by Ben Marcus, president of Allied Independent Theatre Owners of Wisconsin, who said he would support such a conference.

Noting that the industry is capable of settling most of its own problems, Marcus said the arbitration of film rentals can be eliminated by substituting an arbitration system that includes the arbitration of sales policies in each exchange area. It was his opinion that exhibitors should be permitted to show a film in their theatres on fair and reasonable terms and, in this way, bring about the elimination of many industry problems and complaints.

'Trapeze'

(*Continued from page* 1)

port to the saturation dating. Other elements of the advance campaign, waged by a 51-man UA field force, include a $140,000 slate of newspaper ads, $100,000 worth of TV spots and a highway 24-sheet program budgeted at $64,000, UA announced.

Among the key cities figuring in the mass "Trapeze" bookings carrying through the July 4 holiday week are Atlanta, Boston, Buffalo, Charlotte, Cincinnati, Cleveland, Dallas, Denver, Detroit, Indianapolis, Kansas City, Milwaukee, Minneapolis, New Orleans, Omaha, Philadelphia, Pittsburgh, St. Louis, Salt Lake City, San Francisco, Seattle, Washington, Toronto and Montreal.

Uphold Right to Sue

(*Continued from page* 1)

four distributors' percentage fraud suits to dismiss the cases for lack of jurisdiction and for summary judgment. The distributors whose right to sue was thus sustained by the court were Loew's, Columbia, Universal and Warner Bros. The actions had been brought against Mr. and Mrs. L. B. Bays and Mrs. Gloria Williams, operators of the Grenada and Pix Theatres in Grenada, Miss.

The plaintiff distributors were represented by Charles Clark of the Jackson, Miss., law firm of Wells, Thomas and Wells, and John F. Whicher of the New York law firm of Sargoy & Stein. The exhibitor defendants were represented by Walter P. Armstrong, Jr., of the Memphis law firm of Armstrong, McCadden, Allen, Braden & Goodman, and Phil Stone, attorney, of Oxford.

Stage Set for 'King'

(*Continued from page* 1)

ously tonight at Grauman's Chinese Theatre in Hollywood. New York Mayor Robert F. Wagner will head the delegation of city officials to the inaugural showing while His Excellency Pete Sarasin, Thailand ambassador to the U. S., and Princess Rudivorian, a direct descendent of the king, will represent the foreign nation which is the scene of the musical film.

ABC-TV will present a "live" lobby program of film star arrivals and interviews while camera crews from the "Today" show and radio set-ups from "Monitor," both of NBC radio and TV, will record the premiere festivities for programming tomorrow and Saturday.

Werthamer Honored

MILWAUKEE, June 27 — Variety of Wisconsin recently held a testimonial luncheon in honor of Irving Werthamer, former branch manager at the Paramount exchange here. Werthamer had been with Paramount since 1927. In 1951 he came to Milwaukee as branch manager.

When the movies come to LIFE



Here's what movie exhibitors say about LIFE:



Russell V. Downing, President of the Radio City Music Hall Corporation, New York, N. Y. writes:

"When LIFE, with its prestige as a publication and the quantity and quality of its audience, points attention to a motion picture, the film and the film exhibitors, who subsequently present it, benefit greatly.

"Important treatment and space given a motion picture in LIFE bestow a mark of distinction.

"'I read about it in LIFE' is a conversational phrase that always indicates special and lively interest in a forthcoming motion picture."

Says Henry Nasser, General Manager of Nasser Brothers Theatres, San Francisco, California:

"LIFE's unusual methods in grasping the scope and then graphically portraying the most worthy film fare of the nation has enhanced theatre attendance markedly."

And finally, from John Balaban, Balaban & Katz, Chicago, Illinois:

"Advertising of motion pictures in LIFE is a substantial contributor to box office successes."

To sum up:

YOU CAN HELP THE MOVIES IN YOUR LIFE . . .
BY EXHIBITING THE BIG ONES ADVERTISED IN LIFE

ADVERTISED IN
LIFE®

the big one in movie selling

MOTION PICTURE

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

(June Releases)

CRIME IN THE STREETS
James Whitmore
Sal Mineo
John Cassavetes
88 min.
(Rev. 4/10/56)

NAKED HILLS
(Color)
David Wayne
Keenan Wynne
84 min.

KING OF THE CORAL SEA
Chips Rafferty
Charles Tingwell
Ilma Adey
74 min.

(July Releases)

THE FIRST TEXAN
(Color)
Joel McCrea
Felicia Farr
Jeff Morrow
CS
82 min.
(Rel. 7/1/56)
(Rev. 6/12/56)

NO PLACE TO HIDE
(Color)
David Brian
Marsha Hunt
Celia Flor
CS
71 min.
(Rel. 7/15/56)

HOLD BACK THE NIGHT
John Payne
Mona Freeman
75 min.
(Rel. 7/22/56)

MAGNIFICENT ROUGHNECKS
Jack Carson
Mickey Rooney
75 min.
(Rel. 7/29/56)

COLUMBIA

SECRET OF TREASURE MOUNTAIN
Valerie French
Raymond Burr
68 min.
(Rev. 5/29/56)

STORM OVER THE NILE
(Color)
Laurence Harvey
Anthony Steel
CS
113 min.
(Rev. 5/21/56)

(July Releases)

THE EDDY DUCHIN STORY
(Color)
Tyrone Power
Kim Novak
Victoria Shaw
CS
123 min.
(Rev. 5/28/56)

EARTH vs. FLYING SAUCERS
Hugh Marlowe
Joan Taylor
83 min.
(Rev. 6/4/56)

THE WEREWOLF
Don Megowan
Joyce Holden
80 min.
(Rev. 6/7/56)

M-G-M

(June Releases)

THE CATERED AFFAIR
Ernest Borgnine
Bette Davis
Debbie Reynolds
93 min.
(Rev. 4/25/56)

BHOWANI JUNCTION
(Color)
Ava Gardner
Stewart Granger
CS
110 in.
(Rev. 5/4/56)

(Re-Release)

ANNIE GET YOUR GUN
(Rev. 4/12/50)

(July Release)

THE FASTEST GUN ALIVE
Glenn Ford
Jeanne Crain
Broderick Crawford
90 min.
(Rev. 6/20/56)

PARA.

(June Releases)

THE LEATHER SAINT
John Derek
Paul Douglas
Cesar Romero
86 min.
(Rev. 6/1/56)

THE MAN WHO KNEW TOO MUCH
(Color)
James Stewart
Doris Day
VV
120 min.
(Rev. 3/1/56)

(July Releases)

THAT CERTAIN FEELING
Bob Hope
Eva Marie Saint
George Sanders
VV
103 min.
(Rev. 6/4/56)

THE PROUD AND PROFANE
William Holden
Thelma Ritter
Deborah Kerr
VV
111 min.
(Rev. 5/31/56)

PARDNERS
(Color)
Dean Martin
Jerry Lewis
VV
85 min.
(Rev. 6/25/56)

REPUBLIC

(June Release)

LISBON
(Tru-Color)
Ray Milland
Maureen O'Hara
Claude Raines
Naturama

(July Releases)

DAKOTA INCIDENT
(Color)
Linda Darnell
John Lund

THUNDER OVER ARIZONA
(Color)
Skip Homeier
Kristine Miller
Naturama

RKO

(June Re-Releases)

KING KONG
(Rev. 2/24/33)

I WALKED WITH A ZOMBIE
(Rev. 3/16/43)

(July Release)

THE FIRST TRAVELING SALESLADY
Ginger Rogers
Barry Nelson

20TH-FOX

(June Releases)

D-DAY, THE 6th OF JUNE
(Color)
Robert Taylor
Richard Todd
Dana Wynter
CS
(Rev. 5/29/56)

MASSACRE
(Color)
Dane Clark
James Craig
76 min.
(Rev. 6/8/56)

ABDULLAH'S HAREM
(Color)
Gregory Ratoff
Marina Berti
88 min.
(Rev. 6/13/56)

(July Releases)

THE KING AND I
(Color)
Deborah Kerr
Yul Brynner
CS55
133 min.

BAREFOOT BATTALION
Maria Costi
Nicos Fermas
63 min.

QUEEN OF BABYLON
Rhonda Fleming
Ricardo Montalban
102 min.

UNITED ARTISTS

(June Releases)

THE BLACK SLEEP
Basil Rathbone
Akim Tamiroff
83 min.
(Rev. 6/8/56)

GHOST TOWN
Kent Taylor
Marian Carr
76 min.
(Rev. 6/8/56)

A KISS BEFORE DYING
(Color)
Robert Wagner
Jeffrey Hunter
CS
94 min.
(Rev. 6/5/56)

SHADOW OF FEAR
Jean Kent
Mona Freeman
76 min.
(Rev. 6/8/56)

TRAPEZE
(Color)
Burt Lancaster
Tony Curtis
Gina Lollobrigida
CS
105 min.
(Rev. 5/25/56)

(July Releases)

THE KILLING
Sterling Hayden
Coleen Gray
Vince Edwards
83 min.
(Rev. 6/7/56)

REBEL IN TOWN
John Payne
Ruth Roman
78 min.
(Rev. 6/26/56)

UNIV.-INT'L

(June Releases)

OUTSIDE THE LAW
Ray Danton
Leigh Snowden
80 min.
(Rev. 4/10/56)

STAR IN THE DUST
(Color)
John Agar
Richard Boone
Mamie Van Doren
80 min.
(Rev. 4/23/56)

(July Releases)

CONGO CROSSING
(Color)
George Nader
Virginia Mayo
85 min.
(Rev. 6/14/56)

BEHIND THE HIGH WALL
Tom Tully
Sylvia Sidney
85 min.
(Rev. 6/12/56)

THE RAWHIDE YEARS
(Color)
Tony Curtis
Colleen Miller
85 min.
(Rev. 6/5/56)

TOY TIGER
(Color)
Jeff Chandler
Laraine Day
88 min.
(Rev. 4/17/56)

WARNERS

(June Releases)

THE ANIMAL WORLD
(Color)
Theodore Von Eltz
John Storm
82 min.
(Rev. 4/20/56)

AS LONG AS YOU'RE NEAR ME
Maria Schell
O. W. Fischer
101 min.
(Rel. 6/9/56)

(July Releases)

MOBY DICK
(Color)
Gregory Peck
Leo Genn
Orson Welles
116 min.
(Rel. 6/30/56)
(Rev. 6/27/56)

SATELLITE IN THE SKY
(Color)
Kieron Moore
Lois Maxwell
CS
85 min.
(Rel. 7/21/56)

SANTIAGO
(Color)
Alan Ladd
Rosanna Podesta
Lloyd Nolan
93 min.
(Rel. 7/7/56)
(Rev. 6/15/56)

OTHERS

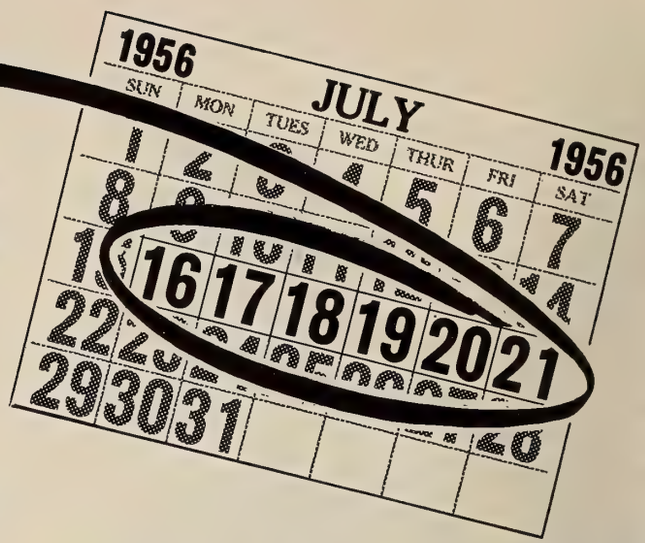
BUENA VISTA

(June Release)

THE GREAT LOCOMOTIVE CHASE
(Color)
Fess Parker
Jeffrey Hunter
Jeff York
CS
85 min.
(Rev. 5/23/56)

Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss (2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound. (Rev.) Motion Picture Daily Review Date.

THESE LEADING THEATRE GROUPS HAVE PLEDGED AUDIENCE COLLECTIONS



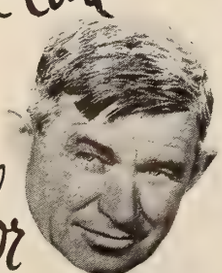
for the WILL ROGERS MEMORIAL HOSPITAL

DURING THE WEEK OF JULY 16:

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ALGER • WALLACE • SELECTED THEATRES • STRAND ENTERPRISES
IOWA-UNITED • TRI-STATES • CHAKERES • DELFT • MIDWAY • STANDARD
THEATRES • WAXMAN • FLORIDA STATE • LIGGETT-FLORIN • CAROLINA
AMUSEMENT • GENERAL THEATRES • WELLON'S DRIVE-IN-THEATRES

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STREET_____

CITY_____ STATE_____

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CIRCUIT

MANAGER'S NAME

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

A PORTABLE incinerator cart for collecting and burning refuse from drive-in theatre grounds has been marketed by County Specialties, Ossining, N. Y. The cart has a capacity of 18 cubic feet. It is made of all-welded steel and has wide steel treads.

•

The Orange-Crush Company has announced two new soda fountain display dispensers: a "king size" model (shown in photo) for 12 gallons and a "queen size" for six gallons. The larger stands 30 inches high with a base 18 inches in diameter; the smaller 24 inches high with a base 16 inches. Both feature a new and improved circulating system with a new spinner-type animation designed to assure constant washdown and a clean beverage bowl, reports C. L. Keefer, national fountain sales manager for the company. The refrigeration system is hermetically sealed and will cool the beverage to 38° in a few minutes, he adds. The base of the unit is finished in anodized aluminum in green and gold, and on top is a large copy of the Orange-Crush disposable cup.



•

Koiled Kords, Inc., New Haven, Conn., has issued a new, two-color catalogue showing its line of retractile cords which are used for both in-car speakers and heaters at drive-ins. More than 25 illustrations show this and other uses for the cords, which extend to about six times their retracted length and when released return to their neatly coiled normal size.

•

Bobrick Dispensers, Inc., has announced what it claims to be the first lather soap dispenser with an exterior of all stainless steel. They call it the "Bobrick 25." It also features force pump action through a stainless steel piston. The unit is mounted on a concealed wall plate and may be attached by screws or a specially developed adhesive for use on hard surface walls such as marble, tile or metal.

First Foster Film "Strong" at B-O

Great Cities of America Glorified In Columbia Short Subject Series

By JACK EDEN

"Why travel abroad when there's so much to see in the USA?"

Harry Foster, short subjects director at Columbia Pictures adopted this slogan two years ago when he set out to film the USA and found that America holds the magic that tourists inevitably seek as well as the charm that casts a financial spell over the theatre box-office.

Debut Last March

Foster's color and CinemaScope production, "Wonders of Manhattan," made its debut in New York last March and ushered in his new travel series of America that is to be followed later this year with similar screen ventures of Washington and New Orleans.

This "travelark" series was born in 1954 when Foster, an employe of Columbia for 27 years, decided to attempt to rekindle box-office interest in short subject films with a panorama of the American scene. Thus far the box-office reception of "Wonders of Manhattan" has been "strong," according to Foster, and portends success for upcoming "travelark" films.

A unique method was devised by Foster for filming the series—that of composing new music and lyrics about the city concerned and editing the film to match the music. In each case —New York, Washington and New Orleans—Foster delegated the task of composing appropriate music to his staff composers who sought to capture the mood, zest and "wonders" of the cities.

Calls It 10-Month Job

As Foster related recently while in New York to view the films of Washington and New Orleans, preparatory to the final recording of music, "these shorts involve a great deal of planning and work long before we load the first roll of film into the camera to photograph the city. Overall, it rounds out into practically a 10-month job when you consider composing the music, the script work, the filming, the editing, the final recording and reproduction of prints."

Noting that the film company went over their $20,000-$25,000 overhead budget for the "Manhattan" film as well as those of Washington and New Orleans, the director added "there is a great deal of interest in travel, and Americans apparently prefer to see their own country first before viewing foreign sights on the screen. This preference, combined with the unique method of composing new music and editing the film accordingly, apparently is the reason for the success of our initial travel film and indicates what reception we may have to the next two productions."

Runs 17 Minutes

"Wonders of Manhattan," which runs 17 minutes, was four weeks in the shooting stage, Foster related, in contrast to the two and three months required thus far this year to complete the Washington and New Orleans films. "Even so, the film about the capital isn't finished," he said. "The music ends with the theme of fireworks bursting above the capitol building and we still have to arrange that sequence."

Composers Hal Hackady and Charles Naylor were employed by Foster to write the music for "Wonders of Washington," which is tentatively due for release in November or December. "Wonders of New Orleans" is expected to be released in October, Foster said. A major reason for delay in the releases is the print reproduction, much like the Manhattan film, which was made available in 200 prints.

Made Mussolini Documentary

Foster, who started with Columbia in 1925 and made his first feature in 1931 with a documentary, "Mussolini Speaks," said "filming the 'travelark' series is a full-time job and gives me little time to accomplish anything else. We're trying to put America on the screen in an unusual way and we think we have achieved our purpose. We don't know what city is next although we have had many offers. Only one thing is sure—it'll be about America."

AA to Produce Film On Labor Columnist

HOLLYWOOD, June 27 — Allied Artists executive producer Walter Mirisch has confirmed reports that the studio will film the story of Victor Riesel, labor columnist recently blinded by acid hurled in his face.

Mirisch has named Richard Heermance as producer and has signed Milton Krims to write the screenplay and serve as associate producer. The film, dealing with the newspaperman whose column is released by the Hall Syndicate, will be put before the cameras by late summer.

'Seven Wonders' Set For Detroit Aug. 14

DETROIT, June 27 — The Music Hall Theatre announced that the third Cinerama production, "Seven Wonders of the World," will have its Mid-Western premiere here on Aug. 14.

Concluding on Aug. 12, will be "Cinerama Holiday" which will have established a record-shattering run of 80 weeks. "This Is Cinerama," the first production, was seen here for over a year.

AB-PT Outing Today

The annual outing of American Broadcasting-Paramount Theatres will be held at the Long Shore Country Club in Westport, Conn., today.

'Whale' of Time

(*Continued from page 1*)

story from them, who have been guarding Gregory Peck, John Huston and Frederick Leberoff, these three days.

It took six cops last night to get Peck back to his cot at the New Bedford Hotel—and he should have been exhausted—for nobody, but nobody ever had such a strenuous stint in the interests of promotion.

The schedule started early, finished early (a.m.) and still goes on, as this is written. There were regattas and clam bakes—and par for the course at the clam bake was 128 clams, plus lobster. We were a runner-up, and know the score. The "Evening Standard-Times," which entertained the visiting press and the stars so wonderfully at the Wamsutta Club, said tonight in its early edition that the 100,000 inhabitants of New Bedford will climax their three-day celebration tonight at the three-theatre premiere. That's upping the population by about 1,000 per cent, but it's just the way it feels and seems, in this nautical atmosphere.

When bigger and better white whales are harpooned, the old whalers who had their training in these waters will know the answer—we signed on here for a voyage, and it has been bon, indeed.

Fox Splashes Heavy Ads on 'King' Here

One of the most active publicity and exploitation campaigns engaged by 20th Century-Fox was inaugurated in New York yesterday via the daily newspapers to promote the premiere of Fox's CinemaScope 55 production "The King and I" which will premiere tomorrow at the Roxy Theatre.

Spreads and large space in the New York "Post," the "World-Telegram & Sun" and the "Journal-American" publicized the Darryl F. Zanuck presentation of the Rodgers and Hammerstein musical that features Deborah Kerr and Yul Brynner in leading roles.

Gehring, Jr., Named Fox St. Louis Mgr.

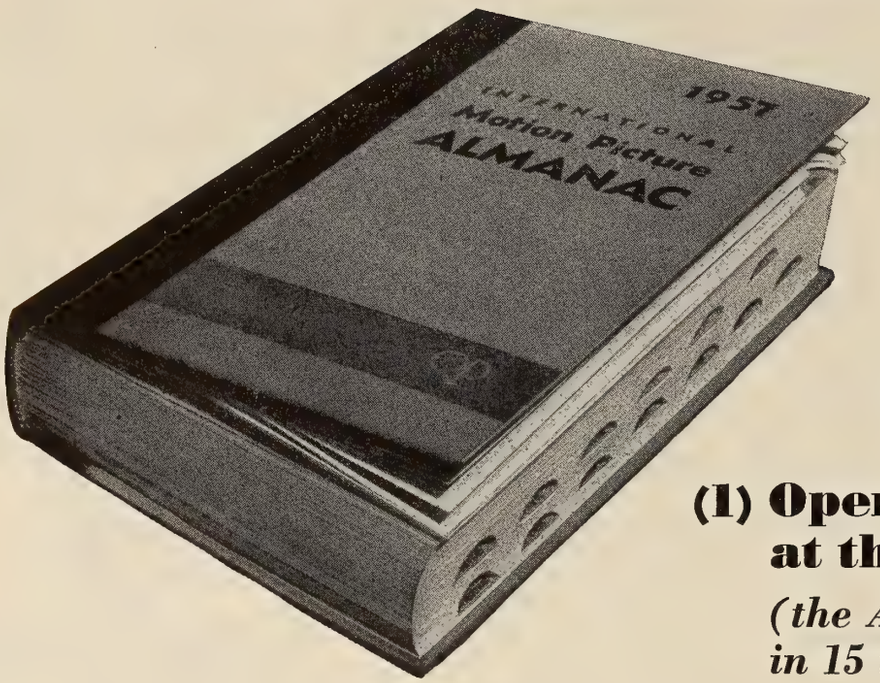
William C. Gehring, Jr., salesman in 20th Century-Fox's Albany exchange since 1954, has been appointed manager of the film company's exchange in St. Louis, it was announced by 20th-Fox general sales manager Alex Harrison.

Gehring succeeds Gordon F. Halloran, who has resigned. He will assume his new post immediately.

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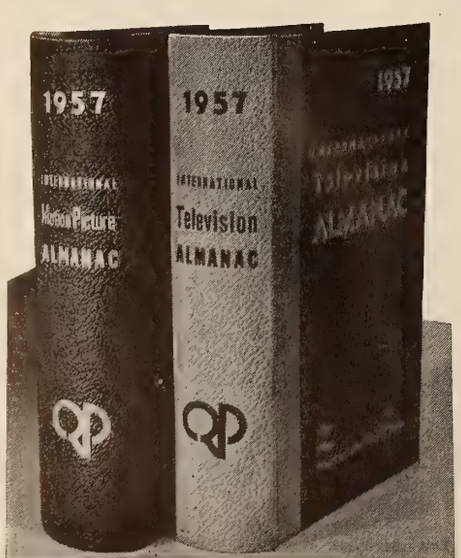
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 79, NO. 126 NEW YORK, U. S. A., FRIDAY, JUNE 29, 1956 TEN CENTS

Proposal Ruled Out

Admission Tax Not Included In Excise Bill

Industry Now Must Look To a Separate Measure

By J. A. OTTEN

WASHINGTON, June 28—House Ways and Means Committee Chairman Cooper (D., Tenn.) ruled today that admission tax relief could not be proposed as an amendment to a pending technical excise tax bill. This means that the industry will now have to concentrate its efforts for excise relief as a separate bill.

The industry has seen two possibilities for getting a committee vote on admissions tax relief; as an amendment to the comprehensive technical excise bill; or as a separate bill. Cooper has now apparently closed the door on the first possibility.

His ruling came as the committee

(*Continued on page 4*)

House Group Calls Cogley

From THE DAILY Bureau

WASHINGTON, June 28 — The House UnAmerican Activities Committee said it would investigate the purposes and methods of the recent Fund for the Republic report on blacklisting in the entertainment field.

The Committee subpoenaed John Cogley, director of the Fund's study, to appear in executive session July 10. The report criticized the motion picture industry and other entertainment

(*Continued on page 5*)

PAL $30,000 Richer From 'King' Debut

More than $30,000 was realized last night by PAL from its benefit world premiere of Rodgers and Hammerstein's "The King And I" in CinemaScope 55, telecast by ABC-TV from New York's Roxy Theatre, between 8:30 and 9 p.m. The telecast, emceed by Martin Bloch, was spon-

(*Continued on page 4*)

Warner Deal Near Closing

Closing of the approximately $20,000,000 deal for the controlling stock interest in Warner Brothers Pictures by the group headed by Serge Semenenko, first vice-president of the First National Bank of Boston, is expected momentarily, official sources said yesterday. Jack L. Warner, who will become president in the new management, is here from the Coast for the closing.

Anticipating the consummation, WB stock was up two points, to close

(*Continued on page 4*)

With 75 to 85 Basic Affiliates

Fourth TV Network Established by NTA

New Web Slated to Start Operations in October; May Enter Production Field

By LESTER DINOFF

Cognizant that there are independent television stations in the U. S. "sorely in need of the strength of network programming," National Telefilm Associates, Inc., has established the country's fourth television network—the NTA Film network—which will commence operations in October with approximately 75 to 85 basic affiliates, it was announced here yesterday by NTA president Ely A. Landau.

Landau, speaking at a press conference held at the Waldorf Astoria Hotel here, also disclosed that:

NTA will become involved in multiple station ownership by 1957:

More than 50 independent tv stations, exclusive of the 12 top markets

(*Continued on page 5*)

REVIEW:

THE KING AND I

20th Century-Fox
CinemaScope 55



EXTRAVAGANT PRAISE for this 20th Century-Fox production of the Rodgers and Hammerstein musical play "The King and I" is inescapable, for it is distinguished and superior in virtually every aspect. Performances, headed by those of Deborah Kerr and Yul Brynner, are a delight. They cover an unusually wide range of emotions and reflect rare situations and involvements. Sets and costuming recreate the royal Oriental household of the last century with beauty and imagination. Then they are burnished to the ultimate degree by the magnificent display afforded them by CinemaScope 55 and color by De Luxe.

With the wonderful Rodgers and Hammerstein songs so widely known through the hit musical play, and the equally widely known story, "Anna and the King of Siam," by Margaret Landon, on both of which the excellent Ernest Lehman screenplay has been based, the entertainment content of this picture is exceptionally high. It is a truly rewarding motion picture experience. To catalogue its merits would necessitate mention of everyone and everything connected with it.

The casting is superb all down the line, and Walter Lang's direction accentuates the fact in every sequence. The elaborately planned and luxuriously executed production of Charles Brackett has beauty, authentic atmosphere and the color and rich pageantry of both the Orient and the palace of a bygone semi-enlightened despot. Certainly it is as visually rewarding as it is dramatically and musically enchanting.

Miss Kerr, as the young English widow who arrives with her son, played by Rex Thompson, in Bangkok in the 1860s to become tutor to the children of the King of Siam, gives a beautifully understanding and wholly captivating performance. Brynner, as her royal employer, the same role he played in the long run stage production, has a more complex characterization to master but does so convincingly and with

(*Continued on page 4*)

FCC Defends AB-PT Merger

From THE DAILY Bureau

WASHINGTON, June 28—Federal Communications Commission officials today defended the commission's approval of the American Broadcasting Co-United Paramount Theatres merger as having promoted competition in television broadcasting.

But Chairman Celler (D., N. Y.) of a House Judiciary Subcommittee studying "monopoly problems in the television industry" said he felt the Justice Department had been "very laggard" in this case.

The subcommittee today went into

(*Continued on page 6*)

Monaural Sound Set For Fox 'Teen Rebel'

From THE DAILY Bureau

HOLLYWOOD, June 28. — Twentieth Century-Fox will use monaural sound, instead of stereophonic, on certain subjects which, by their nature, are not susceptible of enhancement by the use of multi-channel recording, a ranking studio official today told

(*Continued on page 4*)

PERSONAL MENTION

E. S. GREGG, president of Westrex Corp., has returned to New York following an extended tour of Europe.

•

ALFRED E. DAFF, executive vice-president of Universal Pictures, will return to New York today from Hollywood.

•

MARTIN DAVIS, Allied Artists Eastern advertising and publicity manager, will return to New York tomorrow from Hollywood.

•

MICHAEL GARRISON, producer, and MRS. GARRISON will leave New York tomorrow aboard the "Ile de France" for Plymouth, England.

•

MAURICE SILVERSTEIN, recently-named liaison between M-G-M and independent producers, has returned to New York from Hollywood and Mexico City.

•

RALPH PIELOW, manager of M-G-M's Pittsburgh branch, became a grandfather for the second time with the birth of a girl in Robbinsdale, Minn., to MRS. RALPH PIELOW, JR.

•

HERBERT WILCOX will arrive in New York tomorrow from London via B.O.A.C.

•

GEORGE NELSON, unit publicist for "End as a Man," will leave here today for St. Petersburg, Fla.

•

MARGARET ETTINGER, president of the Ettinger Co., will return to Hollywood today from New York.

•

PADDY CHAYEFSKY, writer, has arrived in Hollywood from New York.

•

GEORGE CUKOR, director, will arrive in New York from Hollywood next Friday, and will leave the following day for Paris.

•

DAVID MILLER, director, will arrive in New York from the Coast on Monday, and will leave here the following Thursday for London.

Solons See 'Storm'

WASHINGTON, June 28 — Members of Congress and other government officials were among the guests at a private screening of Columbia Pictures' "Storm Center" here last night. Columnist Drew Pearson and Mrs. Pearson were hosts at the screening, held at the Motion Picture Association's Academia Theatre.

Ivers Named Managing Editor of M. P. Daily; Aaronson Is M. P. Herald Managing Editor

Martin Quigley, editor-in-chief and publisher of Quigley Publications, announces the appointments of James D. Ivers as managing editor of Motion Picture Daily and Charles S. Aaronson as managing editor of Motion Picture Herald. Both posts are newly established. Sherwin Kane is editor of Motion Picture Daily and Martin Quigley, Jr., is editor of The Herald.



J. D. IVERS



C. AARONSON

Ivers joined the staff of The Herald in 1936 after several years as a newspaper writer and editor in New York City and Westchester County. He has been news editor of the Herald since 1942. In 1953 he was named editor of Fame.

Aaronson, following his graduation in journalism from Columbia University, worked first in advertising and then in various editorial activities, including special assignments for the New York Times. In 1930 he joined the editorial staff of Exhibitors Herald-World in the New York office. Successively he was news editor of Motion Picture Daily and production editor of The Herald. He also is editor of Motion Picture Almanac and Television Almanac.

File Petition to Stay Mass. Wage Law

Special to THE DAILY

BOSTON, June 28—Allied Theatres of New England today filed a petition for a temporary injunction and a restraining order to stay the effectiveness of the Massachusettes minimum wage order which is scheduled to go into effect on Sunday. The petition, signed by Frank C. Lydon, executive secretary of Allied Theatres, was filed in Suffolk Superior Court.

The minimum wage order was signed last week by Ernest Johnson, Commissioner of Labor and Industries, and would raise the minimum hourly wage of cashiers, assistant managers and doormen from 75 to 90 cents and ushers from 65 to 80 cents. There is no change in the status of janitors, candy girls and office help in theatres.

Practically all of the theatres in the Commonwealth expect to maintain their present wage schedules but they are setting up reserve funds equal to the differential of July 1, in the event the injunction is denied.

Albany VC Golf Title To Charles Stevens

ALBANY, June 28—Charles Stevens successfully defended his Variety Club championship at the 15th annual tournament on the Shaker Ridge Country Club course, by shooting an 82. A member of the Tent No. 9 crew, he finished low man in last year's competition, the first Variety affair he entered. Stevens is advertising manager for a local dairy company, which includes drive-ins among its customers.

Single Rate Now for Drive-in Insurance

A new single rating basis for drive-in theatre compensation insurance rates will go into effect tomorrow in states which recognize the National Council of Compensation, it was announced here yesterday by Theatre Owners of America, which estimates that exhibitors may save $250,000 annually under the new plan.

The matter of rating and classification was presented to the Council in New York last year by a special TOA committee comprised of Philip F. Harling of Fabian Theatres, Milton Blumberg of Walter Reade Theatres, Robert Rawley of Michael Redstone Theatres, Jack G. Wallens of A. Yarchin Insurance Co., and Joseph G. Alterman of TOA.

The National Council of Compensation informed TOA a majority of states will go on a single rating basis on June 30. The remaining 13 or 14 states are expected to follow. The new rates have not been promulgated to date, but in Massachusetts, for example, the new single rate falls between the two rates now being used and the annual savings estimated will be about 20 per cent. The new code number will be #9149 Open Air Theatres, all employees.

Reade Leases Savoy

The Savoy, a Walter Reade Theatre in Asbury Park, N.J., has been leased to a New York syndicate for the summer season. The Walter Reade circuit will resume management of the Savoy immediately following Labor Day.

. . . NEWS ROUNDUP

Big 'Duchin' Press Book

Columbia has published its larges press book in recent years for "Th Eddy Duchin Story," including a 32 page advertising supplement that i said to be the most extensive ever pu out by the company. The special a section carries reproductions of 53 dif ferent ads.

■

Fewer TV Shipments

Reports from the Radio-Electronics Television Manufacturers Ass'n. shov a decline in the shipments of TV set to dealers during the past four months A total of 356,893 TV sets wer shipped to U. S. dealers during April Total shipments in March had bee 549,220 units.

■

Lobby Jockey Scores

The downtown Warner Theatre Milwaukee, was the scene of highl successful promotion this week whe local disc jockey Gene Edwards Wri set a new record for continuous broad casting there, 115 hours, 5 minutes 28 seconds. The theatre lobby wa jammed with curiosity seekers an fans urging the disc jockey on wit vocal encouragement.

■

Upstate Theatre Sold

The Capitol, Richfield Springs N. Y., has been sold by Burgess Thea tres of Ravena to Spencer McLough lin, who also operates the Strand i Waterville, N. Y.

■

'Salesladies' in N.Y.

RKO's four traveling starlets, who are touring the country to publicize "The First Traveling Saleslady," will begin a two-day promotion with Arnold Constable department stores here today. The New York promotion will be the last on the girls' 18-city trans-continental junket which began in San Francisco at the beginning of June.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
TYRONE POWER · KIM NOVAK
in
"THE EDDY DUCHIN STORY"
in CinemaScope and Color
A Columbia Picture
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President: Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

MPAA Studys Plan to Join TOA Convention

The Motion Picture Association of America's member companies will decide "within 10 days to two weeks" on a renewed Theatre Owners of America bid for production-distribution support to the exhibitor group's forthcoming convention here, it was said yesterday following a meeting between both groups. It is understood that TOA president Myron N. Blank had proposed to the MPAA member companies, represented by vice-president Ralph Hetzel, that they give financial support and have a production exhibit at the convention, to which the public could be invited. TOA and MPAA officials were unavailable for comment on the meeting.

AFTRA Answers Actors Guild Attack

Rebuttal to a "white paper" issued Tuesday by the Screen Actors Guild rejecting a proffered merger with the American Federation of Television and Radio Artists was made yesterday by a spokesman for AFTRA, who expressed "great surprise" at the attitude taken by SAG president Walter Pidgeon, and denied SAG's charge that AFTRA's policy "is to promote live television at the expense of television motion pictures."

Donald F. Conaway, AFTRA's national executive secretary, said "nothing could be more erroneous than his statement of Mr. Pidgeon's, which completely ignores the clarification agreement recently concluded by AFTRA and its announced policy for the past several years."

Conaway said his chief objection to the paper was its implication that AFTRA's offer of cooperation with SAG comprised a merger and nothing else. He said, "we proposed a merger as the ultimate goal, but also suggested as alternatives either a partnership in those areas of mutual interest or a working agreement with particular reference to filmed commercials. However, neither of these two alternatives were acknowledged or even discussed by Mr. Pidgeon."

Weltner Sales Drive To Start on Sunday

Sunday will mark the official start of Paramount's "Salute to George Weltner" sales drive, company-wide tribute to the president of Paramount Film Distributing Corp. It is being held in recognition of Weltner's 34 years of service to Paramount.

The "Salute to George Weltner" sales drive will last 26 weeks, to Dec. 29. It will be divided into two periods of 13 weeks each. The first period will include the two traditional "Paramount Weeks," July 25-Aug. 7, and the second, starting Sept. 30, will be concluded by "Booker - Salesman Month."

As president of Paramount Film Distributing Corp., Weltner is the company's worldwide sales head.

May Be Marketed Next Year

Para. Steps Up Plans for Lawrence Tube Production

By JACK EDEN

A stepped-up program aimed at perfecting the production of the color television "Lawrence tube" that might result in limited production for the industrial market sometime next year has gone into operation at Chromatic Television Laboratories, Inc., an affiliate of Paramount Pictures, it was learned yesterday.

A spokesman for Chromatic revealed that the firm hopes to simplify production of the tube as well as the receiver. Long range plans call for Chromatic's continued experimentation and research so that the tube can be produced on a mass basis next year by a domestic tube company. At the same time, receivers are to be developed and will incorporate the most recent and modern designs, with a view toward making the set "foolproof for the home."

Research Being Augmented

He disclosed that the hiring of Cy Krinsky, formerly a designer of color equipment at Telechrome, Inc., as chief engineer, and Paul Neuwirth, former designer of color receivers at CBS Columbia, as engineer in charge of color developments are in line with the firm's intensified research program.

It was pointed out that "there is no production at present but for the small quantities of tubes produced at the West Coast research and development center for experimental purposes. However, our aim is to simplify the manufacturing of the tube so that it may be mass produced," the spokesman added.

"The question rounds out to one of satisfying the tube manufacturer since the receiver manufacturer agrees that the receiver is inexpensive to produce. We believe this matter will be settled later this year or early in 1957 when the entire program is simplified.

Says Color Conversion Is Simple

"The Chromatic receivers incorporate mostly standard black-and-white component parts," he said. "With the addition of two or three tubes and the cathode-ray picture tube to decode the color signal, the receiver is converted to a color set. As the color television art develops, the new techniques permit fewer tubes and simpler circuit wiring. Standard color sets, on the other hand, are rapidly reaching the engineering saturation point; that is, there is little engineering technique that can be applied to simplify the standard set."

Retail cost estimates to date, he added, indicate that the color television receiver of the Chromatic type could be marketed at a price varying between $350 and $400, that is assuming that the cathode-ray picture tube could be manufactured for $100.

"As it stands now, Chromatic's color receiver rounds into 20 or 21 tubes with lower tube counts possible if simpler black-and-white sets are used as basic design. If there is going to be any cost reduction in the price of standard color sets, it will come only through a decrease in production and manufacturing costs."

The Chromatic receiver has been simplified to a point where tv servicemen, whose experience has been mainly on standard black-and-white sets, will be able to repair color receivers in time and cost comparable to those of black-and-white. The spokesman cited a demonstration given last April 29 in Garden City, L. I., before the Long Island Servicemen's Guild at which time a repairman adjusted the Chromatic color receiver in two minutes to restore complete picture control.

Simplification Prime Objective

The spokesman concluded by saying that the entire research program now is keyed to simplifying the manufacturing of the tube and receiver and simplification of the repair. If all these can be accomplished in the process, he said, the color receiver may be ready for the market sometime next year.

100 Licenses

MPEA Agrees On New Film Pact with Spain

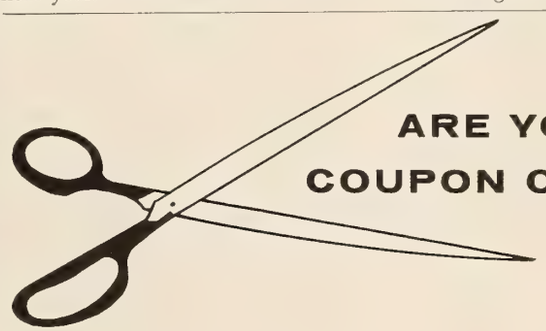
The board of directors of the Motion Picture Export Association has agreed in principle to provisions of a new film agreement with Spain which for the 1956-57 fiscal year will allow American companies 100 import licenses.

The MPEA directors, who met here earlier this week to discuss the Spanish film agreement, have instructed the association to have its Mediterrean representative, Charles Baldwin, put the new agreement into final form.

Would Start Sunday

Under the one year pact, which would commence on Sunday and run to June 30, 1957, American companies would pay a dubbing fee on black and white and color prints.

The dubbing fee would cost each U. S. company 700,000 pesetas for a black-and-white film and 800,000 pesetas for color and special technique features. Under the agreement with Spain, 50,000 pesetas are refundable to the U. S. distributors if they distribute one Spanish feature to each four foreign films they distribute.



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THE ALTEC SERVICE STORY.

Theatre

City and State

Ask for

'King' Debut

(*Continued from page* 1)

sored by the Irving Trust Company.

One of the largest and most distinguished roster of dignitaries representing the entertainment, diplomatic, political, civic and social worlds attended the debut.

Conducted simultaneously with a program at Grauman's Chinese Theatre in Hollywood, the premiere of the Darryl F. Zanuck presentation provided New York with one of its most glittering opening nights since "The Robe" in September, 1953. Mayor Robert F. Wagner headed a delegation of top city and state officials; while representing the government of Thailand (Siam) were His Excellency Pote Sarasin, Thailand Ambassador to the U. S.; Thaman Khoman, head of the Thai U. N. delegation, with rank of Ambassadro, and Princess Rudivorivan, a direct descendent of the king, portrayed in the 20th Century-Fox film by Yul Brynner.

Rodgers, Hammerstein Attend

In addition to Richard Rodgers and Oscar Hammerstein, others associated with the film on hand were Terry Saunders, who plays Lady Thiang, the King's head wife; Jerome Robbins, choreographer; and Irene Sharaff, who designed the costumes for both the stage original and the film version.

In an unusual salute to Rodgers & Hammerstein, more than 450 stations across the nation programmed music from "The King And I" between 8 and 9 p.m. last night coinciding, in many places, to the exact moment when the celebrated writers entered the Roxy Theatre.

Jesse Lasky Present

Among the many celebrities in attendance were Jesse Lasky, Celeste Holm, Pier Angeli, Vic Damone, Diana Dors, Sal Mineo, Janet Blair, Johnnie Ray, Julius LaRosa, Alan Jay Lerner, Robert Rounseville, Doretta Morrow, Julia Meade and Connie Towers. From civic and state ranks came Abe Stark, president of the City Council; Commerce Commissioner Richard Patterson; Fire Commissioner Edward F. Cavanaugh, Jr.; Sanitation Commissioner Andrew Mulrain; State Athletic Commissioner Julius Helfand; Deputy Police Commissioner Robert Mangrum; and J. J. Kelly, director of the N. Y. office of the F. B. I.

Highlights of the joint world premiere were beamed around the globe by the Voice of America and the Armed Forces Radio Service and domestically by a total of 234 TV and radio stations in a three-way hook-up.

Warner Deal

(*Continued from page* 1)

at 25 on the New York Stock Exchange yesterday, with nearly 25,000 shares changing hands in the day's trading. As exclusively reported in Motion Picture Daily early this week, Si H. Fabian, who originally had been slated for the presidency by the purchasing group, no longer is a member of that group.



The King and I

CONTINUED FROM PAGE 1

distinction. Both performances, it would seem as of this stage of the release year, are of Academy Award qualifications.

The supporting cast is wonderful, particularly the personable tikes who have the roles of the King's multitudinous offspring, and a goodly number of the royal wives and concubines, particularly Rita Moreno, who is given to the King as a gift by a neighboring monarch but who, in love with a young man of her own country, attempts to escape the palace, thereby precipitating an incident which ends in the death of the King.

A TEST OF WILLS between Miss Kerr and Brynner commences soon after her arrival when she learns the royal promise of a residence of her own adjoining the court will not be fulfilled. She is unwilling to raise her son in the court's harem atmosphere and desires her own privacy, hence the promised home becomes an issue between her and the stubbornly proud king.

Comes the day when the British Ambassador, played by Alan Mowbray, is to pay a visit to the Siamese court on a mission designed to have its effect on future British policy on Siam. The British visitors have heard Brynner described as a barbarian.

Through Miss Kerr's intercession, the visit proves friendly and is marked by a thoroughly civilized state dinner and the presentation, by native members of the royal Siamese household, of their version of Harriet Beecher Stowe's "Uncle Tom's Cabin." This play within the play is completely engaging, filled with almost childish charm and simplicity, yet imaginative and dramatically authentic. It is a highlight of the production, this Oriental depiction of "The Small House of Uncle Thomas," replete with its Simon Legree, Eliza crossing the ice and with pursuing bloodhounds. It is a little gem that will be talked about and remembered by those who see the picture.

SOON AFTER, the King, shamed by a show of weakness in his inability to whip his recaptured slave girl, suffers a heart attack and, with many of his wives and his numerous children about him, says his farewells. Miss Kerr, who had been about to depart for England, has been promised the house of her own at long last, and at the children's pleading, agrees to remain in Bangkok.

The Jerome Robbins' dances and musical numbers are original, fanciful and pleasing. There are fine renditions of the play's popular songs, especially "Getting to Know You," "Hello! Young Lovers" and "We Kiss in a Shadow." Alfred Newman supervised and conducted the music.

The picture also reveals evidences of the continuing improvement of the CinemaScope 55 process. Clarity of background, sharpness of detail under all lighting conditions, more brilliant and truer color hues and an increase in depth illusions as well as the sense of audience participation, may fairly be attributed to the 20th-Fox technique. Equally impressive technically is the multi-channel sound recording, the clarity and fidelity of which throughout brings not only the music of the film but the liberally oriental-accented dialogue as well to the audience without strain of any kind.

"The King and I" is a splendid example of the new Hollywood policy of making fewer, but making them finer. It shows the multi-millions that have gone into it. It should be a top box office attraction for a long, long time.

Running time, 133 minutes. General audience classification. Release in July.

SHERWIN KANE

Admission Tax

(*Continued from page* 1)

met and began going over the dra of a bill embodying technical exci tax changes approved by the comm tee earlier on a tentative basis. Wh the committee was doing its tent tive voting earlier, Cooper had rul that an admissions tax relief amen ment was out of order at that ti and must wait until the committ actually had a bill before it. At t earlier time, the committee was mer ly going over subcommittee reco mendations, and did not have a b before it.

Today, when a draft bill was p before the committee Rep. McCart (D., Minn.) offered an amendment reduce the tax on certain air-con tioning units. Cooper ruled this o of order, declaring that rate chang were out of order on a technical ov haul bill. Rep. Boggs (D. La.) th offered an amendment to reduce t cabaret tax. Cooper made the sa ruling.

Queried by New Yorker

At this point, Rep. Keogh (D N. Y.) asked if Cooper would ma the same ruling if Rep. King (D Calif.) were to offer an amendment cut the admissions tax. Cooper r plied that, too, would be ruled o of order.

Committee members said they h no alternative but to accept Coope rulings.

Some members declared, howev that the setback for the industry mig not, as a matter of fact, be too gre since there is so little chance that t technical excise bill will become la

King said he would now push h admissions tax relief proposal as separate bill when the committ meets and starts going over membe bills, probably late next week. T King bill would levy the tax only that portion of an admission over $ However, with a vote coming so la in the session, the chances are not t good for enactment this year of t King bill, either.

'Monaural' Sound

(*Continued from page* 1)

MOTION PICTURE DAILY citing "Tee Age Rebel," which went into produ tion last week, as an example. "Rebe is being produced by Charles Bracke in CinemaScope and De Luxe colo with Edmund Goulding directing cast headed by Ginger Rogers an Michael Rennie.

The official said only a small pe centage of the studio output will b recorded in this way, however, an all pictures which can be more sati factorily produced with stereophon sound will be recorded by that pr cess as heretofore.

He explained that "'Rebel' take place almost entirely indoors, wit the camera moving from one part a home to another, and with no ou door sequences with scope or incide requiring full stereophonic treatment.

The basic sound policy of the com pany is not being changed, he state

ees Most Programs witching to Films

Within the next few years, the ma- ir networks in the television indus- y will swing away from utilization f the co-axial cable for "live" shows nd present the biggest part of its pro- ramming on film, according to Ray- ond E. Nelson, vice-president and eneral manager of the NTA Film etwork. Nelson, pointing out that ver 50 per cent of all tv program- ing is now on film, said that the fu- re will see all programming on film ith exceptions for "live" telecasts on ajor sports and other selected events.

ogley

(Continued from page 1)

dustries for refusing to employ per- ns accused of Communist activity or mpathies.

Chairman Walter (D., Pa.), in an- ouncing the investigation, said the rd study "levels very grave charges ainst organizations and persons in e entertainment industry whose ef- rts have been directed toward minating the menace of the Com-

Motion Picture Herald in an edi- rial in the issue dated June 30, says: "It must be assumed that the Fund r the Republic maintains that any mmunist who is not known to be convicted spy for the Soviet Union ould be hired for any job for hich he may be otherwise qualified. ie American motion picture indus- and the American public do not ree. . . ."

nist conspiracy in the U. S." Add- g that the mass media of informa- n and entertainment are of vital portance in the cold war, Walter clared:

"The committee is not now in a sition to pass judgment upon the nclusions which the Fund has ached in its survey or to ascertain at influences may have contributed the character of its charges, nor n the committee state at this point at the purposes of the Fund and Cogley truly are. It is to determine answers to these matters that the mmittee is preparing to evaluate s aspect of the Fund's work."

emphis Bans Italian ilm, 'Outlaw Girl'

MEMPHIS, June 28—"Outlaw Girl" outlawed in Memphis.

The Italian film has been banned the Memphis and Shelby County ard of Censors. It had been sched- d to open on a twin bill at the and Theatre on July 19. The other on the double feature, "The Way- rd Wife," starring Gina Lollobri- a, was approved for showings for lts only, but that the Strand will ply drop the whole double bill.

Fourth TV Network by NTA

(Continued from page 1)

having four or more stations, have already signed affiliation agreements;

The NTA Film Network will supply film programming encompassing five minute shorts and feature film product in addition to supplying its affiliates with up-to-the-minute major news service on film;

The network is exploring the feasibility of entering production, tentatively slating this Fall as a starting date on a number of properties.



Ely Landau

The network is exploring and does expect to program live major sporting events for simultaneous programming under the basic one and one half hours of option time received under its agreement with television outlets.

Landau, along with Raymond E. Nelson, NTA Film network vice-president and general manager, in stressing the need for this fourth network, pointed up "the element of sorely needed competitive programming leverage in many of the nation's markets." Landau additionally cited "the need for another central television market place where the national advertiser, in one transaction, could buy national tv coverage and the obligation of the industry to furnish the viewing public with a greater selection of programming."

'Television Uneconomics'

Landau referred to the dominance of the affiliated stations of the two major networks and the preponderant number of the large circulation markets as "television uneconomics." He said that "a vicious cycle exists in today's tv economy that any appraisal of the overall nation-wide tv picture must recognize. That vicious cycle consists of the need for high-powered programming—to attract the maximum viewing audience, to attract the maximum number of advertisers who will spend the maximum number of dollars to reach this viewing audience circulation which in turn means the maximum number of dollars for the station operator to spend for more major high-powered programming—and so on around the cycle."

Tells Aims

Speaking of the aims of the network, Landau said, "It will be our primary function to first make available quality programming to our member stations to attract greater viewing audiences and thus broaden the base of major competitive tv throughout the U. S. We will also bring to the attention of the advertisers this vast circulation, thus bringing sorely needed increased revenue to our affiliated station operator." Landau stated that the NTA Film Network "will compete with other networks in markets where it is strongest."

The head of the $15,000,000 corporation which currently programs between 500 to 800 hours of film tv programming said some of his basic affiliates are in markets such as Cincinnati, Milwaukee, Richmond, Denver, and Nashville. He stated that NTA Film Network has affiliates in New York and Los Angeles, but declined to name the tv independents. Landau, hesitant to discuss the New York market, said that it is possible that NTA product "may be exhibited on tv in saturations—day-and-date on multiple channels." He would not explain this further, saying that he will announce his metropolitan New York affiliation shortly.

Time Minimum Set

Going into the mechanics of the network operation, Landau said that each basic affiliate gets top quality film programming in its network time, plus the services of program, co-op sales, promotion, research and other network departments. The film programming which the station receives is to be sold locally or on a national spot basis, keeping the entire revenues therefrom, Landau said. At the outset, the network affiliate gives NTA a minimum of one-and-half hours of time weekly but agreements, which run to 18 months, vary with each market and the film programming may be exclusive in some markets.

Landau said that the films which will be offered in initial network time will be first-run features never before seen on television. He said that the NTA Film Network, which is completely autonomous, would not have the 20th Century-Fox and David O. Selznick product which had been acquired. "Network product will include super spectaculars never before available to TV on a continuous programming basis," the NTA executive stated. Landau pointed out that each network affiliate would not be restricted to using NTA Film Network availabilities, but may acquire additional programming, live or film, from source of its own selection.

Claims 60-75% Coverage

Landau pointed out that when the network commences operations this Fall, it expects to be able to supply coverage of 60 to 75 per cent of the country's television homes. "The NTA Film Network will also seek out the best programming available and expects to bid successfully in competition with the other networks for both programming created specifically for TV and feature films," he said.

Officers of the network who will assume new posts in addition to their NTA duties are Landau, who has been named president, and Oliver A. Unger, executive vice-president, Harold Goldman and Edythe Rein, who have been named vice-presidents. Miss Rein will also be secretary of the wholly owned subsidiary.

Checking Audiences, Forward and Backward

The "Mona Lisa's of the motion picture industry," the 52 feature films which National Telefilm Associates, Inc., acquired from 20th Century-Fox, will attain a television viewing audience of a minimum of 60,000,000 people per film, Ely A. Landau, NTA president, stated yesterday. Landau stated that Albert E. Sindlinger, who conducted a survey for NTA on the 20th-Fox film package, informed him that each of the films in its day had been seen by a viewing audience of between 15,000,000 to 20,000,000 people.

Brewer Hits Fund Report as 'Biased'

The 600-page report on "Blacklisting in the Movies" issued last weekend by the Fund for the Republic was branded as a distorted, biased report" yesterday by Roy Brewer, former international representative for IATSE in Hollywood and now manager of exchange operations for Allied Artists.

Praises Hollywood

Asserting that "the Communists are virtually powerless in Hollywood today and it is this fact to which the Fund really objects," Brewer said the report "is a discredit to every American attached to it. It is a discredit to the institution which supplied it the money and it is a discredit to the persons who are directing the Fund's policies, namely Paul Hoffman and Robert Hutchins. Some day the American people will hold them accountable for their contribution to the destruction of the freedom of the peoples of the world."

It was his belief that "it would be refreshing if, at some point, the Fund would turn its energies against the enemies of freedom rather than the enemies of Communism."

Reviewing the history of the Fund, the film executive said "since its inception the Fund has devoted its energies towards making 'America Safe for Communism.'

Cites Years of Blindness

"For many years the American motion picture industry officially and unofficially denied the existence of a real Communistic threat in connection with its activities. For the most part these denials were sincere because the program and activities of the Communists were cleverly and effectively disguised. It is to the great credit of the industry that when the real facts became known, the principal forces of the industry rolled up their sleeves and eliminated, for the most part, the Communist infiltration and influence.

"The facts gathered by the committee and set forth in their report clearly show that there was a major Communist danger in Hollywood but the Fund sees no evil in this."

Merger

(*Continued from page* 1)

the AB-PT merger as part of its search to determine the effectiveness of liaison arrangements between FCC and Justice.

Subcommittee members questioned whether the FCC should have permitted a major theatre chain, with a history of anti-trust violations, to take over a major broadcasting network. "We think an effective third network was set up, rather than that a broadcasting chain was taken over by a theatre chain," Commissioner Rosel Hyde testified. He said ABC badly needed capital in order to compete with NBC and CBS, and that UPT supplied this. "We believe experience has justified our decision," he declared. "We believe there has been greater competition with NBC and CBS."

At another point, he declared that ABC has become "a very significant factor in the development of the industry."

Celler asked whether Justice shouldn't have participated in the FCC hearings on the merger. Hyde replied that Justice had been told about the hearings, and that Assistant Attorney General H. Graham Morison had notified the commission that the department did not want to take part in the hearings.

Justice attorneys were present throughout the hearings, though they took no part, Hyde continued. Then, he said, after the hearings were completed and oral argument heard, Justice wrote the FCC that the merger had anti-trust implications and might lessen competition. The FCC replied that the Department had been given plenty of time to take part, had decided not to, and that now the record was closed and the Department's letter could not be considered.

"I think the Department of Justice was very laggard here," Celler declared.

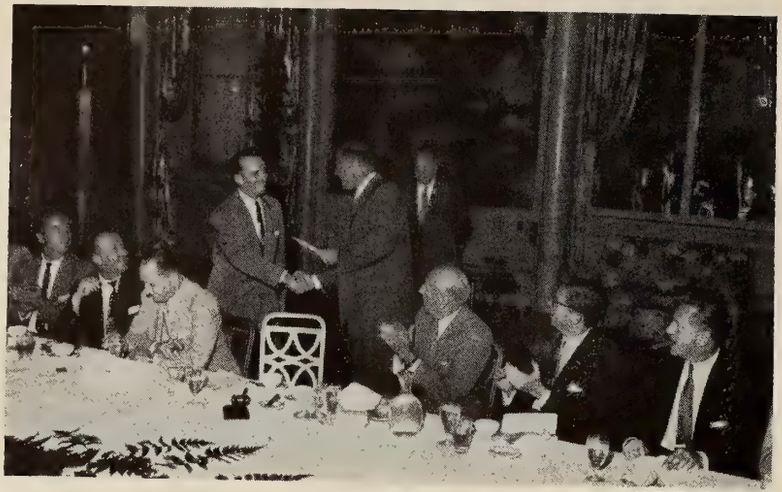
Levitt Named NBC's Television Film Chief

Robert D. Levitt has been named general manager of NBC Television Films and the merchandising division effective on July 9, Alan W. Livingston, president of the Kagran Corp., announced.

At the same time Livingston announced that Carl M. Stanton, vice president of NBC Television Films, and a director of Kagran, an NBC subsidiary, will return to the parent company within the next few months.

'Eddy Duchin' Pulls $168,200 at Hall

A seven-day gross of $168,200 for "The Eddy Duchin Story" at New York's Radio City Music Hall was reported yesterday by Columbia Pictures which disclosed the gross was $2,000 above the first week figures for the recent Music Hall attraction "Picnic."



M.P. Daily Photo

AT THE BROTHERHOOD luncheon in the Waldorf Astoria yesterday, manager Clayton Pruitt of the RKO Albee, Brooklyn, receives the top special award, a $150 bond, from Sol Strausberg, luncheon chairman. With them are William H. Belle, Laurelton theatre; Saul Renick, Uptown theatre; Charles Smakwitz, Stanley Warner, zone manager; J. Robert Rubin, National Conference Amusement division general chairman; Spyros S. Skouras, co-chairman of this year's drive; and manager Ted Allen, of the Skouras Rivoli, Hempstead.

SPG Here Offers 2 Proposals to Follow

Two alternate proposals have been offered by the Screen Publicists Guild to Loew's concerning salary increase negotiations that have been brought before the New York State Mediation Board.

At a Wednesday meeting, the SPG ratified a resolution rejecting the Loew's bid to halt wage negotiations and then offered a counterproposal that Loew's resume negotiations on an across-the-board increase immediately or that negotiations be recessed until July 25 providing that salary increases be made retroactive to April 14. The Loew's salary increase offer would have been retroactive to June 4.

The Guild pointed out that all other issues in the contract dispute have been settled. The parties went before State Mediator Howard Gamser this week in an effort to head off a strike. The SPG twice offered to take the matter to arbitration but the company allegedly refused.

Members of the Loew's unit have inaugurated a strike fund and, at the meeting, the SPG approved a weekly self-assessment equal to its last contract raises in event of a strike at Loew's.

Settle 'Waterfront' Privacy Action

A $1,000,000 damage suit involving the film, "On the Waterfront," was settled and discontinued here yesterday during pre-trial hearings before New York Federal Judge Edward J. Dimick.

The suit was instituted by Anthony D'Vincinzo, former Jersey City dock boss, who claimed that the film was based on his life and was an invasion of his right to privacy. Defendants were Columbia Pictures and Sam Spiegel. Attorney Nathan Baker represented D'Vincinzo.

17,420 Playdates Set for UA Week

A total of 17,420 United Artists feature bookings have been set for theatres in the United States and Canada during United Artists Week, July 1-7, it was announced by William J. Heineman, vice president in charge of distribution.

The figure represents bookings actually more than 20 per cent in excess of approximately 14,000 domestic theatre possibilities. This is a result of many houses booking two or more features during UA Week, he said.

A sales effort involving each of the 32 exchanges in the United States and Canada, UA Week will award cash prizes to the three branches posting the greatest number of bookings. Each member of the first-place branch will receive three weeks' salary. Personnel of the second-place exchange will win two weeks' salary, with one week's salary going to the members of the branch placing third.

AA Bookers Meet Here Over Weekend

First of a series of regional sales meetings of Allied Artists bookers will be held here this weekend at the Hotel Warwick, Roy Brewer, the company's exchange operations supervisor announced.

Attending the local meeting will be bookers from AA exchanges in Albany, Buffalo, Boston, New Haven, Philadelphia, Pittsburgh, Cleveland, Washington and New York. Brewer will preside at the session, with Ed Morey, vice-president, as keynote speaker. L. E. Goldhammer, Eastern sales manager, and Arthur Greenblatt, home office sales executive, also will be present.

Subsequent meetings will be held July 7-8 in Chicago, July 14-15 in New Orleans and July 21-22 in Los Angeles.

NCCJ's Brotherhood Fund Now $155,000, Waldorf Meeting Told

The motion picture industry, through theatre, home office and studio collections, has collected $155,000 in support of Brotherhood Week, it was announced yesterday by Spyros S. Skouras, national co-chairman of the drive, at a National Conference of Christians and Jews luncheon meeting at the Waldorf Astoria Hotel, where 41 metropolitan theatre managers were honored for their efforts in behalf of Brotherhood.

Strausberg Presides

Sol Strausberg, Interboro Circuit executive, presided at the meeting.

Top award winner among metropolitan theatre managers was Clayton Pruitt, manager of RKO's Brooklyn Albee Theatre, who was presented with a $150 savings bond for his efforts in behalf of Brotherhood Week earlier this year. Recipients of $100 savings bonds were Irving Gold of RKO's 86th St. Theatre, Harold Graff of Loew's Orpheum, Eugene Santeramo of the State Theatre, Jersey City, and Jules Daniels, Perth Amboy, N. J.

Eleven Win $50

Fifty-dollar award winners were John Stanek of the Branford in Patterson, N. J.: George Kemp of Passaic, George Birkner of Fabian's Paterson Theatre, Morris Rochelle of RKO's Strand, John Thomas of RKO's Bushwick, Jack Reis of the RKO Coliseum, Alex Pluchos of the RKO White Plains Theatre, Isidore Berger of the RKO Palace, Lawrence Schain of Skouras' Academy Theatre, Arthur Koch of RKO's New Rochelle Theatre and Rocque Casamassine of the RKO Royal Theatre.

Several Get $25 Bonds

Winners of $25 savings bonds were Edward Kane of the Regent Theatre in Elizabeth; Al Barilla of the Ritz Theatre, Elizabeth; Fred De Angelis of the Fabian, Hoboken; Robert Phillips, Hollywood, East Orange; Joe Tolvy, Skouras' Capitol Theatre, Port Chester; John Enders of Skouras' Calderone Theatre, Hempstead; Marty Rosen of the RKO Fordham Theatre; Louis Grossman of the RKO Madison, John Lorenz of the Skouras Pascack Theatre in Westwood, N. J.; Harry Kleins of the Skouras Liberty in Elizabeth; Mel Rheinfield of RKO's Tilyou.

Victors from All Areas

Harold Daly, RKO Yonkers; Fred Smith, RKO Richmond Hill; R. Harold Miller, Skouras Crotona; James Fitzgerald, RKO Mt. Vernon Theatre; Richard Clark, RKO Chester; Thomas H. Wright, RKO State in New Brunswick; Ted Allen, Skouras Rivoli in Hempstead; Richard Hershberg, Skouras Valentine; Robert Kippel, Skouras Pelham; Jack Blum, Loew's Boulevard Theatre; Thomas Scholl, Interboro's Canarsie Theatre; Harold Tuck, Interboro Elmwood Theatre; Reginald Dowell, Loew's Boro Park; William H. Belle, Interboro Laurelton, L. I., and Saul Renick of the Manhattan Uptown Theatre.

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